

PROGRAMME HANDBOOK

2021/2022

Programme title	Bachelor in Management (Business Studies) N1N260
Level	Undergraduate
Award	Bachelor in Management (Business Studies)
Mode of study	Full-time
Location of delivery	India & UK
Programme leader	Name: Martin Morgan-Taylor Office location: Hugh Aston 5.102 Email address: mart@dmu.ac.uk Phone number: +44 (0)116 2577191

This handbook is correct at the time of writing and may be subject to change.

To ensure you have the most up to date information throughout your studies, you should always consult the online version of this handbook held on the Virtual Learning Environment.

For up to date information on University academic and student regulations always consult the DMU website.

Published by:

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1, Residency Area
Indore- 452001
M.P. India

DMU Faculty address / EP address for Validation Service:

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Section 1: Welcome to DCBS

Dear students,

Daly College Business School (DCBS) offers an internationally acclaimed undergraduate management degree of Bachelor in Management (Business Studies). Today, it is the only undergraduate business school in India offering an undergraduate twinning degree affiliated by a foreign university in the UK. The course is approved by AICTE in India and the degree is granted equivalence by Association of Indian Universities.

DCBS in collaboration with De Montfort University, UK provides a unique opportunity to all Indian students to pursue a British degree of three years. The course is taught in complete sync with the studies in UK to meet out the norms of Quality Assurance Agency in UK. As per the AICTE regulations the first two years are taught at DCBS in Indore and the students move to UK for the third year for the award of the degree.

At DCBS we pride ourselves on the quality, excellence and relevance in research-based teaching, research works & publications by faculty and students. More than two-third of our academic staff being a Doctorate and having a huge academic and industry experience ensures the strong academic rigour in lectures. Seminars and tutorials facilitate you to be independent in practical applications yet ascertain an experiential approach relevant to contemporary dynamic business world.

Adequate time duration of summer and Easter vacations as per the UK calendar add the opportunity and encourages you to gather corporate experience that is highly valued. It is extremely beneficial for your future employment. Plenty of opportunities of working part time as well as interns by Internshala of AICTE and Business and Law Faculty at DMU wait for you to provide job offers even during the COVID- 19 lockdown period and beyond.

DCBS is a college of quality and distinctiveness with major focus on creating employers. We are proud to provide a truly international educational experience for more than 20 years of our association with DMU which has produced 4 University toppers from DCBS.

I welcome you to the Daly College Business School on this journey with lots of good wishes for your studies at DCBS and DMU,

Dr. Rinku Joshi
Director
Daly College Business School

Welcome Message from Professor Katie Normington, Vice-Chancellor De Montfort University

Thank you for choosing to study at one of our partners on a De Montfort University validated programme. I would like to take this opportunity to welcome you and tell you something about what we hope to offer you during your time with us. De Montfort University is based in Leicester in the UK and through our partner institutions we offer students an alternative route through Higher Education. We are very proud of our relationship with our partners and consider each individual student to be integral to the partner and the broader DMU community.

We are proud that our careers and employability service was named as the best in the UK at the National Undergraduate Employability Awards 2021. The awards celebrate innovation and 'going the extra mile' for students. We are also placed among the best universities in the country when it comes to helping students improve their career prospects, after receiving the bronze award for both Graduate Outcomes and Excellence in Digital Innovation in the Whatuni Student Choice Awards 2021.

We offer all students studying at a partner the same experience as a student studying at DMU on our campus. If you choose to visit De Montfort University you'll be given a warm welcome and have access to our renowned Queen Elizabeth II Diamond Jubilee Leisure Centre and other facilities such as the Kimberlin Library. If you choose not to visit De Montfort University you'll still be able to access our range of online support. Whatever your path I am sure you will enjoy being a part of our vibrant, distinctive, international community!

I wish you every success and happiness during your studies. We know from our experience that students who put the most into their studies and engaging with the wider student experience, are those who enjoy their studies the most and achieve the most.

With best wishes.



Professor Katie Normington
Vice-Chancellor
De Montfort University

The **Faculty of Business and Law** is based in: Hugh Aston Building

De Montfort University
The Gateway Leicester
LE1 9BH United Kingdom

It is important that you keep your student ID with you at all times when on campus.

If you are unsure of where to go, your first point of contact should be:

Daly College Business School

1, Residency Area
Indore- 452001
M.P. India

Section 2: Overview of the Handbook

This handbook aims to introduce students to the programme of study by providing information which we hope you will find useful, particularly at the start of your programme. It provides an outline of the Programme, its ethos, structure and assessment, and the University services that are available to you, both at Daly College Business School and De Montfort University. Use the guide to familiarise yourself with the programme, to acquaint yourself with the Programme Regulations, its aims and objectives, and to establish what the learning outcomes are so that you are well prepared to tackle the requirements of the programme and the various assessments and examinations you are set.

2.1 How to use this Handbook

You should keep and refer to this Programme Handbook whilst you are studying on this programme.

An electronic version of this handbook (which is continuously updated) is available at www.dcbfindia.org and on **Blackboard** which is our Virtual Learning Environment system.

The electronic version contains links to more detailed information about each aspect of this handbook.

The VLE can be accessed here: <https://vle.dmu.ac.uk>

Section 3: University regulations

3.1 Partner regulations

The **Daly College Business School** has specific regulations in place which are elaborated in the Student's Handbook on DCBS website: <https://www.dcbsindia.org>

Student code of conduct

It is assumed that all students will conduct themselves with maturity and responsibility. They will remain fully respectful to each other, the staff and the faculty members, and the infrastructure and facilities. The following rules govern the conduct of students at DCBS.

Anti-ragging policy

As per the All India Council for Technical Education (AICTE) regulations governing the Prevention and Prohibition of Ragging in Technical Institutions, and as per the directive of the Supreme Court of India in this regard, DCBS views ragging as a very serious offense and has a strict policy governing the same. To this effect, DCBS has in place an Anti-Ragging Committee that shall address all concerns and complaints relating to ragging and any such act which constitutes ragging as per the AICTE Act in this regard. These include among others, any conduct by any student or students which has the effect of teasing, treating or handling with rudeness, which causes or is likely to cause annoyance, hardship, physical or psychological harm or to raise fear or apprehension thereof, which has the effect of causing or generating a sense of shame, or torment or embarrassment to adversely affect the physique or psyche of such fresher or any other student.

Strict action will be taken following law against those found guilty of indulging and abetting ragging.

Gender equality and Anti-sexual Harassment Policy

DCBS is committed to providing a place of work and study, free of sexual harassment, intimidation or exploitation. It is expected that all students, faculty, staff, and officials will treat one another and visitors to DCBS with respect. Anyone violating this policy is subject to disciplinary action. Reports of sexual harassment are taken seriously and will be dealt with promptly following the law.

DCBS has a Grievance Redressal Committee and any specific action taken in any particular case depends upon the nature and gravity of the conduct reported and investigated. DCBS recognizes that confidentiality is important and respects the confidentiality and privacy of individuals reporting or accused of sexual harassment following the law.

An action shall be taken as per the guidelines of AICTE which addresses all such cases that constitute sexual harassment as per the guidelines drawn by the Supreme Court of India.

Grievance redressals for DCBS stakeholders

The students and teaching faculty/administrative staff are the main stakeholders in any institution imparting education, and at DCBS we endeavor to make all efforts to ensure transparency and accountability in all areas of activity. Taking this spirit in consideration the

Daly College Business School has decided to provide a mechanism to students and teaching faculty/administrative staff for redressal of their grievances as under:

The Grievances may broadly include the following complaints of the aggrieved students

- a. Academic
- b. Non-Academic
- c. Grievance related to Assessment
- d. Grievance related to Victimization
- e. Grievance related to Attendance
- f. Grievance related to charging of fees
- g. Grievance regarding conducting of Examinations
- h. Harassment by fellow students, staff, etc.

The **Grievance Redressal Committee** has the authority to deal with the grievances of the students and staff:

This committee will deal with all the Grievances directly which are related to the common problems at the Institute level both Academic and Administrative.

Besides, this committee will also entertain the appeal filed by the student/staff against the decision of the Department level committee. Also, this committee will entertain the appeal filed by a student against the decision of the Institute level committee.

The Appellate Committee will be as under:

- i. Board of Governors
- ii. Director, Dr. Rinku Joshi
- iii. Dean – Mr. Om Singh Chauhan
- iv. Faculty member – Dr. Ratish Gupta

Consumption of alcohol/ drugs and smoking on campus

- Drinking, possession, or distribution of alcohol or illegal drugs on the Business School premises and elsewhere is strictly forbidden. Anyone found in an inebriated condition or possession of Alcohol / Drugs will be liable to face disciplinary action and imposition of penalty as appropriate and decided by the Disciplinary Committee following the law.
- DCBS campus is a NO SMOKING zone. The campus is under CCTV surveillance at all times. DCBS ensures that it is an environment-friendly institution and discourages pollution of any form.

General code of conduct and behaviour

Abuse, vandalism, theft of Institute property, or unauthorized entry/use of Institute facilities may constitute grounds for immediate dismissal.

- Students who knowingly obstruct or disrupt The Business School's activities may be subject to disciplinary action; disorderly conduct shall include acts that violate the rights of others, which tend to disturb the peace, or which are deemed indecent, or obscene.

- All forms of dishonesty, including cheating, knowingly furnishing false information to the Business School, forgery, alteration, or fraudulent use of Business School documents or instruments, identification with intent to defraud, and plagiarism, will be dealt severely under law.
- Assault to any student or person on-Campus/Off-Campus during the term of the programme will be dealt with severely.
- Students are expected to behave ethically and morally during their stay at DCBS and not engage in any corrupt practices.

Failure to observe the above Code of Conduct could result in suspension/dismissal from the programme following the law.

Attendance

As per rules and regulations, attendance in all modules shall be minimum of 65%. Failing which, the decision shall be taken by the appellate committee.

Leave

All leave shall be applied for in writing to the Programme Leader (Director).

Deferral of assessments/assignments

The deferral of assessments is not an appropriate measure in respect of minor ailments or permanent or long-term conditions.

What are the extenuating circumstances?

The regulations define extenuating circumstances as 'genuine circumstances beyond a student's control, or ability to foresee, and which seriously impair his or her assessed, for example:

- Acute illness or injury that is serious and debilitating and occurs at the time of the assessments concerned, evidence of hospitalization is essential
- The death of a member of your immediate family or a very close friend, evidence of obituary in a national newspaper is essentials
- Being a victim of a serious crime, evidence of FIR with police is essential

It does not include circumstances that:

- Arise from minor accidents or injuries, ailments (e.g. a cold) or conditions that you should normally be able to control (e.g. hay fever, headaches)
- Are symptoms relating to normal exam stress and anxiety? You should develop strategies to cope with this.
- Are not related to the time of the assessment?
- Arise from your failure to manage your time effectively
- Arise from your negligence or carelessness (e.g. not getting up on time, going to the wrong room, Your Laptop/ Notebook malfunctioning)
- Arise as a result of bad planning (e.g. booking a holiday or making travel

arrangements). It is your responsibility to ensure you arrive at the examination room before the start of the examination.

Kindly contact Module Tutor/Programme Leader for any clarifications.

3.2 DMU Regulations

As you are undertaking a DMU award, DMU's regulations will also apply to your study. When you register as a student you agree to follow these regulations. These regulations are divided into two areas; 'Student Regulations' and 'Academic Regulations':

3.2.1 Student Regulations explain how decisions are made in areas such as:

- Academic appeals
- Extenuating circumstances
- Student disciplinary issues
- Payment of fees
- Health and Safety
- Attendance and Absence policies

These are all available on the DMU website:

<https://www.dmu.ac.uk/current-students/student-support/exams-deferrals-regulations-policies/student-regulations-and-policies/index.aspx>

3.2.2 Academic Regulations set out the rules on assessment, progression, and award standards. These regulations enable universities to guarantee their academic standards are appropriate, and ensure all students are treated consistently and equitably.

The full regulations are available on the DMU website:

<https://www.dmu.ac.uk/about-dmu/quality-management-and-policy/academic-quality/academic-regulations-assessment-boards/academic-regs-assessment-board-homepage.aspx>

If you have any questions about these regulations, you should speak to your tutor in the first instance.

Section 4: About the Programme

4.1 Welcome and introduction to the programme:

The Bachelor in Management (Business Studies) programme provides students with inputs from many developments and disciplines within the business context. These disciplines and philosophies have been combined within the degree to provide students with a broad and coherent programme that provides advanced general education for business. While

providing students with a background in all areas of business, the programme contains enough flexibility to allow students the opportunity to specialize in certain areas, such as marketing, or finance.

The programme not only leads to a degree qualification in its own right but also lays the foundation for those wishing to obtain advanced qualifications.

The development of critical, analytical, and intellectual capabilities is an important objective of the programme

Each module in the programme has its learning outcomes and students are directed to the Module Handbooks for further details. However, it is possible to state some generic course based outcomes.

The programme has been designed to achieve five key learning outcomes. At the end of the programme students will be able to:

- Enter a business environment and possess the ability to function within it.
- Frame business problems and be able to offer alternative prescriptions.
- A progressive awareness of the key functional areas of business and how they may be contextualized.
- An appreciation of the inter-dependence of business disciplines that underpin real world organisations.
- The development of a body of knowledge that reflects theory and concepts.

4.2 COVID-19 Information affecting your programme:

Due to the pandemic posed by COVID-19, the DMU and DCBS have opted for blended mode for teaching, learning and assessment. This arrangement has been applicable since March 2020 and will have to be continued based on the safety and regulatory guidelines by the concerned authorities from time to time.

4.3 Programme structure and key information:

Level 4(Study year 1)			
Module code	Module Title	Credit value	Core/Optional
ACFI 1202	Introduction to Accounting	30	core
CORP 1528	Global Business Issues	30	core
CORP1502	Understanding Business	15	core
HRMG1202	Introduction to Work and Organisations	15	core
ENTE 1203	Academic Development and Professional Practice	15	core
MARK 1500	Principles of Marketing	15	core

Level 5(Study year 2)			
Module code	Module Title	Credit value	Core/Optional
CORP2165	Contemporary Management	30	Core
CORP2181	Business Research Issues and Analysis	15	Core
Choose 30 credits of module from the list below:			
ACFI2208	Performance Measurement in Organisations	30	Optional
MARK2313	Brand Management	30	Optional
CORP 2550	Business and Sustainability	15	Optional
CORP 2544	Organisational Management	15	Optional
Select 45 credits from the modules listed below			
ACFI2206	Business and Finance Essentials	15	Optional
ENTE2563	Corporate Entrepreneurship and Innovation	15	Optional
ECON2552	Economics of Financial Markets and Institutions	15	Optional
MARK2303	Consumer Behaviour	15	Optional
MARK2312	International Marketing	15	Optional
MARK 2306	Marketing Communications	15	Optional
CORP 2551	Global Operations and Supply Chain Management	15	Optional

Please note: some of the optional modules are pre-requisites for modules at Level 6.

MARK2313 – pre-requisite MARK1500 or MARK1800

MARK2303 – pre-requisite MARK1500 or MARK1800

MARK2306 – pre-requisite MARK1500 or MARK1800

MARK2312 – pre-requisite MARK1500 or MARK1800

Certain modules are core and therefore must be taken, others might be optional. At Year One of an undergraduate degree, all modules are usually core.

For courses lasting more than one year, you have the opportunity to choose from any optional modules that you may have on your programme at re-enrolment (March of your first and second years - see the next section for information). Some optional modules have pre-requisites; these are modules that you have to have studied to allow you to choose a particular module, e.g. you must have studied MARK1500 at Year One (level 4) to allow you to choose MARK2303 at Year two (level 5). Module pre-requisite information will be provided at Re-enrolment.

Credits per Programme and Level

Your programme of study consists of several modules. Each module is a discrete 'subject' with its own timetabled content (or syllabus), designed and managed by a module leader, its tutors, and its assessment tasks. Each module is worth a certain number of credits, usually 15 or 30. The Bachelor in Management (Business Studies) is known as a degree without honours, where students pass at least 300 credits. See part one of this handbook and the Handbook and Regulations for Undergraduate Students for credits required for other award

types.

More information on the modular system can be found in the Handbook and Regulations for Undergraduate Awards 2020/21 which is found by logging into my.dmu.ac.uk and clicking on the DMU tab.

The University adheres to the Framework for Higher Education Qualifications in England, Wales and Northern Ireland (FHEQ) and what is called Level 1 within the University (often Year 1 if full-time study) maps to FHEQ Level 4, whilst Level 2 maps to FHEQ Level 5 and Level 3 to FHEQ Level 6. The FHEQ level descriptors will be shown on your Higher Education Achievement Report (HEAR) and any other documents which you may receive on completion of your studies.

Re-enrolment

For courses like Bachelor in Management (Business Studies) which are of more than one year's duration, you are asked to re-enroll during March of level 4 and level 5. Re-enrolment has the following purposes:

- It formally registers your intention to study for the following year and generates the creation of your timetable for that year;
- It allows you to choose from any option modules that you have;
- It allows you to check the personal details that the university holds for you and amend them if necessary.

Re-enrolment is compulsory for all students. Once you have registered to study for the next academic year, your progression will be considered following the Programme Boards later in the year. You will be contacted nearer the time with details on how to re-enroll.

Changing Modules/Programmes

Changing Modules – once you have chosen any optional modules at re-enrolment you can request to change up to 30 credits worth up until the end of the second week of term. To do this you need to obtain a Change of Module Form from the Director's Academic Support Office and gain the signatures of the accepting and releasing module leaders. A few rules:

- Only option modules can be changed;
- You can only choose from the list of modules available on your programme;
- Some modules may be full and unable to accept you.

Changing programmes – to change your programme of study you must see your Programme Leader at DCBS as soon as you have any doubts about your current programme.

Programme changes should be made as early in case the new programme contains different modules. In some cases, an interruption of studies may be necessary until the start of the next academic year.

4.4 Module information:

4.3.1 Level 4 Modules:

Introduction to Accounting

Short Module Title: Introduction to Accounting

Module Code: ACFI1202 **Credit value:** 30.00 **Credit level:** Academic Level 4

Department: BL - Accounting & Finance

Semester/year-long : Autumn & Spring Season

Details of accreditation by Professional, Statutory or Regulatory body: NA

Module Leader: Mrs Clare Robertson-Hughes

Module Appraisers: Mrs Clare Robertson-Hughes

Module pre-requisites (module code/s only) : NA

Maximum student numbers on module (if applicable): NA

DMU Global Content Y/N: No

Module description (including outline content) :

The module is designed as a 'non-technical' introduction to the basics of Financial and Management Accounting. Students will study Financial Accounting statements and the interpretation of those statements as well as a range of Management Accounting techniques that aid planning, control and decision making.

Learning outcomes

IA = Interpretation Assignment; UE = Unseen Exam

Subject - Specific Knowledge and Skills

- 1) To demonstrate skills in summarizing transactions and other economic events, preparation of simple financial statements, analysis of the operations of business, financial analysis and projections. (UE)
- 2) To demonstrate a knowledge and understanding of basic management accounting and its role in decision making. (UE)
- 3) To demonstrate an understanding of some of the contexts in which accounting can be seen as operating, i.e. legal and social environment, accountancy profession, the business entity and the capital markets. (UE)
- 4) To demonstrate the ability to locate, extract and analyse information and draw informed conclusions. (IA, UE)

Cognitive and General Skills

- 1) To demonstrate capacities for independent self managed learning. (IA, UE)
- 2) To deploy IT and numerical skills, including the ability to analyse financial and other numeric data, to solve problems in a commercial environment. (IA, UE)

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Interpretation Assignment	1000.00	25	N			AM
Unseen Exam	2.00	75	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

Students must achieve an overall pass (40%) but there is no need to pass any specific component.

Reassessment :

Students will be given an opportunity to be reassessed on a failed module in accordance with standard De Montfort University regulations.

Expected methods of delivery:

Two hours of lectures per week One hour of seminars / workshops / practical per week

Learning takes place through reviewing lecture material, reading relevant textbooks, attending seminars / practicals and completing assigned exercises.

Lectures 44 hours Lecture review 88 hours Seminars / practicals 22 hours Seminar preparation and follow-up 66 hours Independent study / revision 80 hours Total 300 hours

Understanding Business

Short Module Title: Understanding Business

Module Code: CORP1502 **Credit value:** 15.00 **Credit level:** Academic Level 4

Department: BL - Strategy, Management and Marketing

Semester/year-long : Autumn & Spring Season

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Dr Aderemi Ojebode

Module Appraisers: Dr Aderemi Ojebode, Dr Fiona Chai, Mr Roy Morgan-Wood

Module pre-requisites (module code/s only) : NA

Maximum student numbers on module (if applicable): NA

DMU Global Content Y/N: No

Module description (including outline content):

The purpose of this module is to introduce you to business and provide you with a robust understanding of what businesses look like, how businesses operate, and the functions within a business. The module utilizes a mix of academic lectures and guest lectures to provide students with a comprehensive understanding of business. The use of academic lectures will enable us to build a robust understanding of each topic which can then be enhanced via the sharing of real life experiences from the guest lecturers. The module will also provide fortnightly tutorials focused on further developing your understanding of important issues covered in the lectures, developing your academic skills (e.g. essay writing and argument development) and providing you with sufficient guidance in completing the assessments on the module.

Throughout the module we will cover topics such as; the types of businesses (micro; SME; entrepreneurial, social enterprise), forms of organising, the role and contribution of small businesses, contemporary topics within business (i.e. gender and diversity in the workplace; big data in firms) and we will also examine two key functions critical to the survival of organisations; operations/supply chain and new product/service development.

Overall, this module will provide students with a robust understanding of business that will aid them in the remainder of their course and in increasing their value to employers.

Learning outcomes:

- 1) Develop an appreciation of the complex nature of business organisations and the vast range of businesses in existence.
- 2) Develop a robust academic and practical understanding of how businesses operate and the environment within which they operate today.
- 3) Develop an in-depth understanding of the role, contribution and barriers inhibiting small businesses within the U.K.
- 4) Develop an in-depth understanding of the role of the key business functions and how each is integrated into the business organisation and contributes to organisational successful.
- 5) Develop your academic and employability skills (e.g. collaborative working, spoken and written communication skills, referencing skills) (Graduate Global Competency 1 & 2)

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Essay	1250.00	50	N			AM
Examination	1.00	50	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

The assessment strategy enables individual and group work to be assessed enabling a broader base of key skills to be tested, i.e. communication and working with others, presentation skills. The summative essay and the summative presentation ensures all aspects of the module can be tested and students are developing key skills crucial for their employability (eg presentation skills).

Reassessment :

Re-assessment will be based upon resits of the individual case study and presentation depending upon which assessment components the student has failed.

Expected methods of delivery :

The module will have a taught provision of 24 x 1 hour lectures plus 2 weeks for revision study, plus 10 tutorials of 1 hr per week.

Students will be required to undertake group project work and individual case study analysis.

Students are expected to acquire skills as well as knowledge, particularly skills of analysis, evaluation, information gathering and communication. These will be tested through the assessment process. To help develop these skills students are recommended to read widely and to make use of the substantial amount of material on business matters provided in news broadcasts, current affairs programmes, business journals and the quality press. Students will also be encouraged to take advantage of the additional skills support workshops available through the Student Learning Advisory Service and those delivered during the tutorials on the module.

Global Business Issues

Short Module Title: Global Business Issues

Module Code: CORP1528 **Credit value:** 30.00 **Credit level:** Academic Level 4

Department: BL - Strategy, Management and Marketing

Semester/year-long : Full Year (Spring), Autumn & Spring Season, Full Year (Spring)

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Mr Roy Morgan-Wood

Module Appraisers: Dr Fiona Chai, Dr Milan Gyanwali, Dr Robert Webber, Dr Washad Emambocus,

Mr Roy Morgan-Wood, Ms Qiyue Zhang

Module pre-requisites (module code/s only) :

NA

Maximum student numbers on module (if applicable): NA

DMU Global Content Y/N: Yes

Module description (including outline content) :

This highly applied introductory module is designed to:

Develop in the student an interest, knowledge and appreciation of current global economic/business issues and the challenges that they pose for management. · Allow students from different 'streams' of business to see the application of the above to their

interest area. For example, each lecture will examine implications to Management and Strategy in general with a sub-focus on Human Resource Management, Marketing and Accounting. · Enable the student to analyse and measure real economic/business issues by drawing upon a foundation of theory. Promote an understanding of policy formulation against the background of contemporary economic/business events. Policies of government, companies as well as consumers will be focused upon.

The module is designed to be highly contemporary and its content is therefore highly driven by current world events and how they impact upon both the internal and external environment of businesses.

Learning outcomes :

1. Develop an interest in and understanding of current economic issues in the way that they occur as well as being able to assess their implications. 2. Have an ability to utilize fundamental theories and principles in order to measure and analyse key business issues. 3. Understand and associate the relationship that exists between economic variables and challenges in both a domestic and international context. 4. Recognise the main decision making bodies within an economy and understand how decisions made impact the commercial enterprises within that economy.

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Essay	2000.00	40	N			AM
Seen Examination 1	2.00	60	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

Students require an overall mark of 40% to pass this module and gain 30 credits. Students do not need to pass each element as long as their overall mark is 40%. In the normal way students may be eligible for a compensated credit.

Optional China Summer School: Students that participate in the China Summer School will not need to undertake the Seen Examination in this module as they will undertake an equivalent individual Reflective Essay on their return from the China Summer School.

#DMUGlobal Field Trip: Students that participate in an approved #DMU Global Field Trip will not need to undertake the seen examination in this module as they will undertake an equivalent individual Reflective Essay on their return from the Field Trip.

Reassessment :

In order to pass the module as a reassessment the student must re-sit sufficient failed elements to bring their mark up to 40%. All reassessed elements are capped at 40%.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

Expected methods of delivery :

Lecture 44 hours Seminar 22 hours Practical 0 hours Self-directed study 180 hours (minimum)
Assessment 48 hours (including revision)

Academic Development and Professional Practice

Short Module Title: Academic Development & Prof. Practice

Module Code: ENTE1203 **Credit value:** 15.00 **Credit level:** Academic Level 4

Department: BL - Strategy, Management and Marketing

Semester/year-long : Autumn & Spring Season, Spring (Long), Full Year (Spring)

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Miss Rachel Stevens

Module Appraisers: Dr Simon Hill, Miss Rachel Stevens, Mr Zeeshan Lahaware, Mrs Adele Tilley-Jones, Mrs Landy Yang

Module pre-requisites (module code/s only) :

NA

Maximum student numbers on module (if applicable): NA

DMUGlobal Content Y/N: Yes

Module description (including outline content) :

This module has been designed in order to develop academic study skills and enhance the professional practice of learners, which in turn will support placement opportunities and graduate employability. It will particularly focus on those academic skills needed in core modules at level 4.

Term 1 will link seamlessly with student induction processes to embed knowledge of Facilities and Support Networks available to students throughout their time at De Montfort University and drive DMUGlobal activities. A practical activity will be undertaken by the learners which will include a short task surrounding researching through the E- Library, to be incorporated into their bibliography. It will also focus upon academic skills which will be assessed via 5 small tasks contributing to an annotated bibliography. Examples of these topics are: research methods; critical thinking; report writing; essay writing; business plan writing; team collaboration.

Term 2 will focus upon career and employability opportunities and the skills required enhancing current capabilities, in conjunction with DMUWorks including: Guest lectures from single point of access, careers and placements. This will include private sector, voluntary and community work. Introducing placements will occur in order to establish researching

opportunities over the summer months ready for their placement application in the autumn term of their second year.

Throughout the year will be required to engage in professional and structured interactions with their personal tutors.

Learning outcomes :

1. Students will develop the ability to analyse and evaluate a range of business data, sources of information, and use appropriate methodologies, in determining the causes of a problem and making evidence-based decisions about its solution. (Annotated bibliography).
2. Students will develop awareness of professional practices: focusing particularly on planning, organising and managing time, being flexible and resiliently, and ability to communicate effectively their ideas (Individual reflective practice report)
3. Students will demonstrate an awareness of the social and environmental responsibilities of business (Individual reflective practice report).

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Annotated Bibliography	1500.00	50	N			AM
Reflective Assignment/ Rep	1200.00	50	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment.

Assessment Notes :

Throughout the first term, learners will undertake assessment 1 - which involves developing an annotated bibliography, allowing for the learners to evidence their understanding of multiple academic practices.

Upon completion of the development of career and employability opportunities, learners will undertake assignment 2 which will consist of a reflective assignment that builds on their professional experience of a social enterprise-based action. Consist of a personal development plan based around students learning points and future aspirations, which needs to be supported with background theory and examples.

Seminar participation and personal tutor participation will be incorporated and be awarded 10% grades. This will be achieved by preparing for and engaging in seminars, and for making appointments with personal tutors and attending those appointments.

Reassessment :

Students will be given the opportunity to retake elements of the module in which they achieved less than the required level by the University.

Students will be given an opportunity to be reassessed on a failed module in accordance with standard De Montfort University regulations.

Expected methods of delivery :

Lecture 13 hours Seminar group Personal tutor led 12 hours Practical community activity 8 hours Practical 39 hours Self-directed study 60 hours Assessment 20 hours

Introduction to Work and Organisations

Short Module Title: Introduction to Work and Organisations

Module Code: HRMG1202 **Credit value:** 15.00 **Credit level:** Academic Level 4

Department: BL - Human Resource Management

Semester/year-long : Autumn & Spring Season

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Dr. Never Muskwe

Module Appraisers: Dr. Never Muskwe, Dr. Vikash Dirpal, Mrs Fatima Malik, Ms Beth Miller

Module pre-requisites (module code/s only) :

NA

Maximum student numbers on module (if applicable): NA

DMUGlobal Content Y/N: No

Module description (including outline content) :

Introduction to Work and Organisations introduces students to a range of mainstream and more critical theories and research in the wider field of Organisational Behaviour. This module draws insights from psychology, political science, social psychology, anthropology, economics and sociology. This course will introduce you to some of the central theories and frameworks in the work and organizational theory, and will tie them to concrete organizational situations. As it explores behaviours at an individual, group and organisational level and seeks to explain why individuals and groups behave differently in different contexts. It distinguishes between formal and informal organisation at work, comparing key principles of organisational design and their impact on organisational effectiveness. It outlines the principles of management which underlie the design of work and examines the influence of technology on job satisfaction and the motivation to work. The topics covered in this module contribute to developing an understanding of how organisations influence the world around us and how the behaviour of people within them is central to this process. Critically, this course will provide you with a basis for understanding and evaluating organisations and their management practices, regardless of whether you aspire to be in a management position.

Learning outcomes :

By the end of the module, students should be able to:

- 1) Demonstrate an understanding of the basic principles and theories of organizational behaviour. (Assessment 1 & 2)
- 2) Demonstrate a knowledge of the basic theories and concepts put forward to describe the structure of organisations and their effectiveness in different contexts. (Assessment 1)
- 3) Explain the principles of management built into organisational structures and the design of work. (Assessment 1 & 2)
- 4) Show an awareness of the influence of culture on organisational principles and behaviour. (Assessment 2)
- 5) Demonstrate an awareness of issues related to managing organisations - e.g. politics, power, change, conflict. (Assessment 2)

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
				%		
Time constrained Test	0.70	60	Y			AM
Essay	1500.00	40	N			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

Part 1 encourages students to reflect on their learning in an evaluative way. It also provides early formative feedback on their progress.

Part 2 encourages students to work together on a short case study and then present their analysis of the situation in the form of an individual written assignment, thus developing skills in applying course materials to a real issue.

Reassessment :

Students who fail the module, i.e. obtain a module mark of less than 40 per cent, and who are ineligible for general credits, will be reassessed in the component(s) of assessment they have failed.

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students **MUST** have attempted the assignment in order to benefit from in-course recovery.

Expected methods of delivery :

There will be a 22 x 1 hour lecture each week, and 8 tutorials of 1 hour every other week during the year. Learning and Teaching Hours: Lecture 22 Seminar 8 Self-directed study / Assessment Prep 120 Total 150

Principles of Marketing

Short Module Title: Principles of Marketing

Module Code: MARK1500 **Credit value:** 15.00 **Credit level:** Academic Level 4

Department: BL - Strategy, Management and Marketing

Semester/year-long : Full Year (Spring), Autumn & Spring Season, Full Year (Spring)

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Dr Jen-Hsien Hsu

Module Appraisers: Dr Amr Al Khateeb, Dr Francesca Morosi, Dr Jen-Hsien Hsu, Dr Ning Baines, Dr

Olaya Moldes Andres, Dr Roumpini Tsakona, Mr John Tucker, Mr Martin Byrne, Mr Mohammed-Hanif

Patel, Mr Thomas Magede, Mrs Jane Devlin, Mrs Jane Viccars-Axelrad, Ms Maximillian Ch

Module pre-requisites (module code/s only) :

NA

Maximum student numbers on module (if applicable): NA

DMUGlobal Content Y/N: No

Module description (including outline content) :

The module, Principles of Marketing, is intended to provide both an introduction to the topic as well as providing you with a basic grounding in the theory and practice of marketing as a business management discipline. The course is designed to give you the opportunity to learn about the simple mechanics of the subject and to give you practical exercises in how to use the techniques presented to you. The module offers students an understanding of marketing as an organisational discipline. Through an exploration of relevant theories, underpinned by their practical application, successful students will be able to demonstrate an ability to work with the following core marketing concepts: The marketing concept and its functional orientation · Buyer behaviour and Marketing research, Market segmentation, targeting and positioning · Marketing mix planning - including Products, Services, Pricing, Distribution and Communications.

The module is complete in itself, so for those of you who will have this as your only contact with marketing as an academic subject, you will have experienced and achieved a solid level of understanding of the topic. For those of you who are going on to study marketing in the future, the course will provide you with an understanding of how the parts fit together, along with the basic skills needed to get off to a flying start with your studies in the more specialised marketing topics in subsequent years.

Learning outcomes :

- 1) Demonstrate knowledge and understanding of the basic theoretical principles of marketing.
- 2) Apply the theoretical knowledge gained to relevant business situations.
- 3) Present effective marketing analysis in both written and oral formats.
- 4) Identify and explain examples of good practice in real market situations.

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
				%		
Group work	3500.00	50	N			AM
Unseen Examination 1	1.00	50	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

The assessment strategy allows the students the opportunity to demonstrate their learning. It provides both formative and summative feedback throughout the delivery of the module. A variety of elements are used to test the individual students' grasp of the concepts used in the course.

The combination allows students to demonstrate the application of knowledge whilst helping to develop a range of essential academic skills, such as note taking, use of academic resources as well as developing their investigative and analytical skills.

1. Group Report (50%) - This element allows the students to work together and to apply the knowledge they are gaining throughout the module to a specific product or market. The assignment provides the opportunity for reflection on the real world application of theoretical ideas. As a group project, the assignment components will require students to manage their group's workload effectively, maintain appropriate internal communication and competently time-manage themselves. Group pages, contact reports and peer reviews will be used to make certain that all group members are fully involved and to assess individual contributions to the group. These mechanisms may also be used to change the individual marks within a group to ensure transparency and fairness.

2. Unseen Exam (50%) - An unseen 1 hour examination with 60 MCQ's. This provides a final summative opportunity for students to bring together the knowledge and skills addressed in the module.

Reassessment :

Summer Reassessment - Students failing to achieve an aggregate grade of 40% across the various assessed components may be re-assessed during the summer re-assessment period.

This opportunity will only be offered if their grade profile permits re-assessment (as determined by the Marketing Assessment Board). Failure in the exam component will be re-assessed by another exam. Failure in the coursework component will be re-assessed by an individually set assignment.

Expected methods of delivery :

The module will have a taught framework of 22 x 1 hour lectures and 11 x 1 hour tutorials with assessment during and at the end of the module. The taught sessions will be a flexible combination of formal lectures, tutorial activities and discussions. Extensive use will be made of presentations, group work, and case studies.

The strategy is to move students steadily through a range of module specific resources, building their knowledge, understanding and confidence in the use and manipulation of the principles of marketing. Application skills are developed through a number of smaller tasks which build to form a smooth entry to the final time constrained assessment. At all stages the strategy is to provide support, encouragement and feedback.

Students are expected to undertake directed reading and research. Development of a range of essential academic skills, such as note taking, use of academic resources and analysis of data are incorporated into the ongoing and discrete assessment tasks.

In order to successfully complete this module, students will need to: · Attend and participate in the taught sessions, working in groups on an analytical task · Prepare for the taught sessions by undertaking directed reading and research, case analysis and other specified tasks and completing Tutorial Pack entries accordingly · Undertake academic and marketing research, recording and referencing all sources appropriately.

The assessment strategy allows the students the opportunity to demonstrate their learning. It provides both formative and summative feedback throughout the delivery of the module.

4.3.2 Level 5 Modules:

Business and Finance Essentials

Short Module Title: Business and Finance Essentials

Module Code: ACFI2206 **Credit value:** 15.00 **Credit level:** Academic Level 5

Department: BL - Accounting & Finance

Semester/year-long : Autumn & Spring Season

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Dr Linh Nguyen

Module Appraisers: Dr Bola Babajide, Dr Linh Nguyen

Module pre-requisites (module code/s only) :

NA

Maximum student numbers on module (if applicable): NA

DMU Global Content Y/N: No

Module description (including outline content) :

To develop an awareness of the major underlying finance concepts that facilitate the business world and the markets they operate in. An evaluation of the relevance of financial theory to contemporary finance issues within the framework of differing forms of market efficiencies. An increasing ability to qualitatively evaluate numerical data will be a prevailing theme throughout the module.

Learning outcomes :

Subject Specific Knowledge and Skills (F=Fund raising leaflet, B=Blog)

- 1) To apply the framework of Financial Management within the context of private sector companies, project investment and maximising shareholder wealth criteria. (F,B)
- 2) To interpret and analyze contemporary case study material using listed UK stock market companies.(B)
- 3) To introduce and evaluate maximising shareholder wealth criteria. (F, B)
- 4) To recognise the relevance of the theory that underpins finance statistics. (B)
- 5) To develop structured problem-solving skills. (F)
- 6) To develop the written skills for the development and qualitative expression of numerical data. (F,B)
- 7) To develop appropriate communication skills in presenting both qualitative and quantitative information. (F,B)

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Fund-raising leaflet	900.00	40	N			AM
Blog (sources of finance)	1450.00	60	Y			OPT01

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3:

Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes:

Two assessments: one fund-raising leaflet and one blog on sources of finance. The blog assignment will require students to develop their blog to discuss about practical issues in sources of finance. The leaflet will require students to develop a marketing material to raise fund for a given business. Students should achieve the aggregate mark of 40% or more in order to pass the module.

Reassessment:

Students will be given an opportunity to be reassessed on a failed module in accordance with standard De Montfort University Regulations.

Expected methods of delivery:

One hour lecture per week with a weekly tutorial session for one hour. Activity based learning, using case studies, class discussion, group work and directed private study will be a key feature of this module. Use of current issued will be encouraged to facilitate learning

Lectures: 22 hours Workshops: 22 hours Self-Study: 86 hours Assessment: 20 hours Total: 150 hours

Performance Measurement in Organisations

Short Module Title: Performance Measurement in Organisations

Module Code: ACFI2208 **Credit value:** 30.00 **Credit level:** Academic Level 5

Department: BL - Accounting & Finance

Semester/year-long : Autumn & Spring Season

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Dr Ernest Ezeani

Module Appraisers: Dr Ernest Ezeani

Module pre-requisites (module code/s only) :

NA

Maximum student numbers on module (if applicable): NA

DMU Global Content Y/N: No

Module description (including outline content) :

This module examines the measurement of organisations in the commercial, public and not for profit sectors.

It examines financial and non financial measures looking at social accounting and ethics as well as traditional accounting frameworks.

It develops the critical and analytical skills in recognising the inter relationship between accounting and non financial performance and operations of organisations.

The module also examines the mechanisms for internal performance measurement and the assessment of managerial performance when making decisions.

Learning outcomes :

- 1) To interpret financial statements and explain the findings.
- 2) To identify and explain the financial and non financial performance measures for not for profit organisations.
- 3) To identify performance measurement for social and environmental accounting.
- 4) To examine and describe ethical accounting systems.
- 5) To select and evaluate costing and control systems in various decision based situations.
- 6) To make decisions by the appropriate use of capital investment appraisal.
- 7) To apply IT to communicate data and decisions.
- 8) To control and manage own learning to achieve given time constrained goals.
- 9) To apply critical evaluation skills to specified situations.

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Essay	1500.00	30	N			AM
Report	3000.00	70	N			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

Students must achieve an overall pass at 40% but it is not necessary to pass each component.

Reassessment :

Students will be given an opportunity to be reassessed on a failed module in accordance with standard De Montfort University regulations.

Expected methods of delivery :

Lectures and seminars will be used to deliver information and explore themes essential to the subject matter. There will be wide use and reference to case studies. Students will work in groups in some seminars and deliver presentations examining differing accounting techniques relevant to the issues being examined.

Contemporary Management

Short Module Title: Contemporary Management

Module Code: CORP2165 **Credit value:** 30.00 **Credit level:** Academic Level 5

Department: BL - Strategy, Management and Marketing

Semester/year-long : Autumn & Spring Season, Full Year (Spring)

Details of accreditation by Professional, Statutory or Regulatory body:

AACSB

Module Leader: Dr Milan Gyanwali

Module Appraisers: Dr Fiona Chai, Dr Hannan Amoozad Mahdiraji, Dr Milan Gyanwali, Dr Qilin Hu, Mr Jack Brown

Module pre-requisites (module code/s only) : NA

Maximum student numbers on module (if applicable): NA

DMU Global Content Y/N: No

Module description (including outline content) :

This is the introductory course in management and operations. The course is designed to provide students with an overview of the management function and its role in organisations and society. The module will introduce the latest management ideas, theories and practice in an interesting and relevant manner, whilst still retaining the best of traditional management thinking. It will also focus on the operations function, which is at the heart of all enterprises,

whether manufacturing or service based. Unless this core function is carried out effectively, there is little hope that the rest of the organization as a whole will be effective.

The module content will include:

Innovative Management for Turbulent Times

The Evolution of Management Thinking

Management and Corporate Culture

Managing in a Global Environment

Managing Ethics and Social Responsibility

Managerial Planning and Goal Setting

Designing and Managing Adaptive Organisations

Managing Change and Innovation

Managing Diversity

From Management to Leadership

Motivating Employees

Managing Operations

Enhancing Service & Manufacturing Productivity

Applying Planning and Control Techniques

Managing Quality and Performance

Learning outcomes :

1) Provide an informed account of the key functions of management and leadership, and the type of management associated with each.

2) Define the basic terminology and 'vocabulary' of management and explain the role of management within organizations

.

3) Define corporate culture and explain the tools management can use to create a high-performance culture.

4) Identify important stakeholders of an organisation and discuss how managers balance the interests of various stakeholders.

5) Define organisational change and explain the forces driving innovation and change in today's organizations and express their understanding of the themes/topics in a clear and precise manner.

6) Adopt a systems view of operations management and analyse its interface with internal and external elements in different types of organizations.

7) Understand and apply planning and control techniques including process planning, operations scheduling, inventory control, and project planning.

8) Explain the role of quality and the principles and practices that can be used to maintain and continuously improve the quality of goods and services.

9) Students will be open to and generate new ideas / Students will apply new ideas to existing concepts / Students will question, challenge and apply evidence-based analysis.

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Essay 1	2000.00	60	N			AM
Unseen Examination 1	2.00	40	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

a) The group presentation requires students to investigate operations management in real-world organizations, thereby reinforcing the applied nature of the topic. b) The essay will require the application and critical analysis of some of the central themes developed within the module. c) The exam will be 2 hours long and consist of 50 multiple choice questions and an essay question.

An aggregated mark of 40% is required to pass the module. General credits (where appropriate) can be awarded for grades between 30 -39%).

Reassessment :

Reassessment, where required, will be by submission of a) a new report or b) a new essay or c) resitting exam, depending on element(s) failed.

Students will be given an opportunity to be reassessed on a failed module in accordance with standard De Montfort University regulations.

Expected methods of delivery :

It is believed the best way to achieve the module aims and objectives is to encourage students to manage their own learning as much as possible. This will be facilitated by the provision of core theme lectures designed to introduce the themes, supported by the development of a comprehensive programme of facilitated workshops which will encourage students to apply their knowledge/learning using practical activities.

Tutors will also provide a handbook (both hardcopy and available on Blackboard) alongside the use of Blackboard. There will also be opportunity for students to speak with tutors during the workshop session or by phone and tutors will be contactable via email.

Business Research and Analytics

Short Module Title: Business Research and Analytics

Module Code: CORP2181 **Credit value:** 15.00 **Credit level:** Academic Level 5

Department: BL - Strategy, Management and Marketing

Semester/year-long : Autumn & Spring Season, Spring (Long), Summer Session, Full Year (Spring)

Details of accreditation by Professional, Statutory or Regulatory body: NA

Module Leader: Dr Washad Emambocus

Module Appraisers: Dr Kassa Woldesenbet Beta, Dr Milan Gyanwali, Dr Sergey Sosnovskikh, Dr Washad Emambocus, Miss Tracy Luseno, Mr Jack Brown, Mr Taseer Ahmad, Ms Pegah Haji Mirza Hossein Khoshnevis, Ms Qiyue Zhang

Module pre-requisites (module code/s only) : NA

Maximum student numbers on module (if applicable): NA

DMUGlobal Content Y/N: No

Module description (including outline content) :

This module provides an overview of the research process in business. It equips students with the necessary tools and techniques to prepare a business research proposal, execute this proposal, and analyse and interpret the data. It prepares students to analyse business problems and opportunities in general via a rigorous research process. After completing this module, students should have developed a critical mind and the research skills necessary for evaluation, synthesis and analysis. The module encourages students to become better independent learners.

Learning outcomes :

- 1) To be able to turn research ideas into a research project which has clear research questions and objectives. In doing so the students should have the knowledge and critical skills to complete a business report. (Assessment: Individual Proposal)
- 2) Understand the importance and purpose of the critical literature review to a research project. (Assessment: Individual Proposal and Individual Research Report)
- 3) Be aware of issues relating to research ethics. (Assessment: Individual Research Report)

4) Have a critical awareness of the sources of primary and secondary data and the various methods of collection. (Assessment: Individual Proposal and Individual Research Report)

5) Be able to interpret and analyse both qualitative and statistical data using an appropriate method and package (Assessment: Individual Research Report)

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Time Constrained Assignment		40	N			AM
Individual Research Report	1425.00	60	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

The time-constrained assignment (two sides of an A4 notes allowed) will be carried out at the end of term 1 during the seminar sessions.

The individual report enables students to put into practice the principles introduced in this module especially in the context of data analysis.

Reassessment :

Reassessment is permitted only where a module has been failed and in accordance with regulations pertaining at that level. There is no provision for reassessment of a passed module. A failed piece of assessment must be re-submitted. The proposal resubmission can be any time after the student has been notified of the failure.

Expected methods of delivery :

The module is delivered through lectures, 2 workshops, practical labs and seminar sessions. Lecture 18 hours Workshop 2 hours Seminar 35 hours Practical Lab 30 hours Self-directed study 45 hours Assessment 20 hours.

Organisational Management

Short Module Title: Organisational Management

Module Code: CORP2544 **Credit value:** 15.00 **Credit level:** Academic Level 5

Department: BL - Strategy, Management and Marketing

Semester/year-long : Autumn&Spring Sessn

Details of accreditation by Professional, Statutory or Regulatory body: NA

Module Leader: Dr Oluwasoye Mafimisebi

Module Appraisers: Dr Aderemi Ojebode, Miss Tracy Luseno, Mr Ilias Gerogiannis, Mr Serge Sime Tchouaso

Module pre-requisites (module code/s only) :

NA

Maximum student numbers on module (if applicable): NA**DMU Global Content Y/N:** No**Module description (including outline content) :**

The module introduces the nature of organisations, the context in which they operate the range of business functions and tasks managers need to perform. These are discussed in relation to five key themes- (1) managing operations, supply, and quality; (2) managing marketing; (3) managing human capital; (4) managing change and (5) business ethics and social responsibility. Students are expected to develop and enhance a range of skills required of managers working within a range of business functions and to be effective performing management tasks. This will be achieved through developing group-working skills in diverse and intercultural groups, which will be essential for studying in an international environment and transferring these to the global work environment. Students are encouraged to explore these themes and the implications they have for managers performing tasks in different business functions, across national and international boundaries, and ensuring decisions and actions consider both ethical and environmental issues.

Learning outcomes :

- 1) Describe the various functional areas of an organisation and how they relate to one another.
- 2) Understand the functions, roles and skills managers need in diverse organisations and often global environments.
- 3) Understand some of the key challenges facing organisations and managers today.
- 4) Apply theories, tools and techniques appropriate to a functional area in support of the organisation's strategy and the challenges managers might face.
- 5) Prepare reports and plans for functional areas.
- 6) Evaluate the performance of functional areas.

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Essay	1250.00	60	N			
Unseen	1.00	40	Y			
Examination						

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

Group Presentation

Students within each tutorial will be split into six groups, each group (3 students minimum, 4 students maximum) will be asked to focus upon one of the key themes of the module and study this theme within an organisational case study. Presentations will be staggered throughout the delivery of the module within each of the tutorials to ensure that a diverse range of solutions are studied and discussed in class. Tutorial participants are required to ask questions, provide feedback to class mates and complete a peer review assessment sheet to guide the tutor in assigning a suitable group grade. This can be adjusted if necessary based upon an each individual agreed contribution. A group wiki will be set-up to help the team formulate their analysis and research.

Presentations will be of 20 minutes in length, there will be one presentation per tutorial allowing 20 minutes for class discussion. This will require 6 out of the 8 tutorials being devoted to group presentations.

Students will need to collect, collate, analyse and discuss material extracted from a range of sources. To do these students will need to meet outside of formal tutorials to complete the project to an acceptable level. Students are advised to take group meetings serious, arrange times which are suitable to all, regularly. Minutes of the meeting must be taken which include key decisions being made, tasks to be completed and deadlines allocated and agreed by each individual. The groups are advised to focus upon the skill-based learning outcomes to complete the group task. Groups are seen as an effective way to collect material from a wide range of sources that could be used to complete the assignment. In addition, benefit from different knowledge and skill bases, 'world views' in the group, which in itself creates a powerful and diverse learning environment. The tutors recognize and appreciate that students often identify some concerns about working in groups, so they are advised to understand and embrace the general advice on group work provided on the module e-learning environment.

The written examination will have two sections-

1. A compulsory multiple choice questions to test the breadth of knowledge and skills developed on the module (50%)
2. Students will be required to write a reflective essay focusing on how theory and concepts was linked to management practice and a discussion of the students contribution to the group presentation. The essay should consider management practice and challenges faced; evaluate the group performance in completing the task and the individual students contribution; and reflectively review other presentations conducted during the tutorials. Students should also reflect upon any peer or tutor feedback (most notably at the tutorial the student group presented) so to develop any lessons learnt for further development on the degree programme (50%)

Reassessment :

Where the first assignment on a module is completed yet fails to achieve a mark of 40% then that assignment can be resubmitted without loss of a formal reassessment attempt. The maximum mark that can be achieved for a resubmission is 40%. Please note: Students MUST have attempted the assignment in order to benefit from in-course recovery.

Expected methods of delivery :

There is a one hour lecture per week with eight tutorials, one every two weeks. Class contact is supported by a highly comprehensive Blackboard site.

Business and Sustainability

Short Module Title: Business and Sustainability

Module Code: CORP2550 **Credit value:** 15.00 **Credit level:** Academic Level 5

Department: BL - Strategy, Management and Marketing

Semester/year-long : Autumn & Spring Season

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Dr Louise Obara

Module Appraisers: Dr Amanda Berlan, Dr Divya Jyoti, Dr Louise Obara, Miss Tracy Luseno, Ms Olapeju Ogunmokun

Module pre-requisites (module code/s only) : NA

Maximum student numbers on module (if applicable): NA

DMU Global Content Y/N: No

Module description (including outline content) :

Sustainability is commonly described as sustainable development that "meets the needs of the present generation without compromising the ability of future generations to meet their own needs" (Brundtland Report, 1987:8). But what role does or should the business sector play in sustainable development? If corporations are expected to contribute towards the realization of a more sustainable, responsible and equitable society, what does this mean in practice, and how does this align with corporate goals of economic growth and profit maximisation?

This module addresses these important questions and equips students with a sound understanding of sustainability in the business context. It first highlights how the transformation in the global political economy has given rise to debates about the nature and role of business in society. It then examines the changing expectations of business and how managers have responded to calls for greater social and environmental sustainability. It will also highlight some of the key debates in the sustainability field such as the drivers of corporate responsibility, the extent of responsibility, the governance and implementation of sustainability, and sustainable business models.

This module is intended to be highly practical as well as interdisciplinary in design. It will encourage students to discuss, analyze and apply key sustainability concepts to real-life business cases and scenarios. In doing so, students will develop and demonstrate key analytical skills essential to identify, implement and analyze sustainability principles in business practice. Core employability skills are also enhanced such as problem solving, working in groups, discussing, debating and articulating ideas, analyzing and applying theories and concepts to practical issues and cases, and synthesizing and applying a wide range of information to make informed and reasoned arguments, conclusions and recommendations.

Learning outcomes :

1) Understand the broader historical context in which debates about the responsibility and sustainability of business have emerged.

- 2) Appreciate the importance and significance of sustainability for the business sector as well as for society.
- 3) Understand and describe the core principles of sustainability and their application in the business context.
- 4) Identify and examine the institutional, organisational and individual pressures and drivers for corporate sustainability and their impact on the nature and scope of business' economic, social and ecological responsibilities.
- 5) Debate, discuss and analyze the key sustainability issues facing the business sector and critically examine strategies and approaches companies have used in response.

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Individual Essay	2250.00	100	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

The module will be formally assessed via an individual essay. This will examine students' understanding of key sustainability principles within the business sector and assess their ability to analyze and apply different concepts and empirical research to examine how businesses have responded to the challenges of sustainability. Note that opportunities are build-in for students to discuss and receive feedback on their essay (e.g. students are encouraged to submit a draft approximately 6 weeks before the deadline).

Reassessment :

Students that fail to achieve 40% in the assessment will be given the opportunity to re-take it at a later date. Reassessment will be in the form of a 2250 word essay and students will be required to answer a new question. The maximum mark that can be achieved for this resubmission is 40%.

Expected methods of delivery :

The module will be delivered through a mixture of formal lectures, seminars and guest speakers. Lectures will introduce students to the main debates, concepts and research in the business sustainability field. The seminars will encourage students to apply key sustainability principles introduced in the formal lectures to analyze real-life business cases and dilemmas. The module will also include guest speakers (such as business representatives) with experience in the sustainability field in order to enhance student's learning illuminating the ideas and research examined and debated in the module.

The learning and teaching activity hours for the module are as follows: Lecture - 22 hours (1 hour weekly lecture), Seminar - 8 hours (1 hour biweekly seminar), Self-directed study - 60 hours, Assessment and preparation - 60 hours.

Global Operations and Supply Chain Management

Short Module Title: Global Operations & Supply Chain Management

Module Code: CORP2551 **Credit value:** 15.00 **Credit level:** Academic Level 5

Department: BL - Strategy, Management and Marketing

Semester/year-long : Autumn & Spring Season

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Prof Adel Hatamimarbini

Module Appraisers: Dr Fiona Chai, Dr Seun Kolade, Mr Roy Morgan-Wood, Ms Pegah Haji Mirza Hossein Khoshnevis, Prof Adel Hatamimarbini

Module pre-requisites (module code/s only) :

NA

Maximum student numbers on module (if applicable): NA

DMUGlobal Content Y/N: No

Module description (including outline content) :

Background: Nowadays, Global Operations and Supply Chain Management (GOSCM) plays a vital role in improving productivity and competitive positioning of a wide variety of businesses around the globe. The appreciation of operations and supply chain processes is of the essence to create a competitive advantage through operations in the marketplace. A data- driven and analytics perspectives are vital to success for supply chain analysts in top performing firms. Above all, successful managers often take advantage of analytics approach to apprehend and select the proper strategies through the decision- making process.

This module provides students with high-level managerial and analytical topics, leading to an understanding of what these topics are, why they are crucial to organisations, and how organizations are successfully implementing and integrating them. We aim to introduce the most important concepts and techniques facing operation and supply chain managers as well as to analyse real-world applications in both the manufacturing and service organisations.

Content: GOSCM can be generally defined as all the techniques and tools to effectively produce and distribute the goods and services provided by an organisation. The module is organised into five main sections with the aim of underlining the importance of data analysis in making operations and supply chain management decisions. The module will cover supply chain management (SCM) topics including design of products and services capacity management, process design, logistics and transportation ERP, Inventory Management and so on.

This module aims to specialize students for entry-level jobs in managing the production and distribution of goods and services. The GOSCM jobs such as plant manager, department store manager, supply chain manager, logistics manager, business process improvement analyst are trying to determine the best way to deliver the goods and services on- time and at low cost.

Learning outcomes :

1) Critically evaluate the role of operations and supply chain management in various types of business organisations (GCC 1, 4, 5, 9).

- 2) Understand the typical processes and important criteria for designing a product and service.
- 3) Explain why capacity, quality, inventory, and procurement management are prominent for improving productivity.
- 4) Understand and analyse a business process including manufacturing, service and logistics processes (GCC 4, 9).
- 5) Use analytical skills for problem-solving and decision-making (GCC 1,2).
- 6) Analyse the processes of different case studies, and make a distinction between manufacturing and service operations (GCC 1, 4, 5, 9).

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Individual Report	1250.00	50	N			AM
Multiple Choice Exam	1.00	50	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment.

Assessment Notes :

Formal assessment of each student's learning consists of two pieces of work. The first assignment element includes an individual piece of coursework whereby students will provide an individual essay in 1250 words on one of a number of selected topics. This structured assignment will demonstrate students' knowledge and understanding of pragmatic analytical skills for solving business and operation problems in service and manufacturing organisations. The second assessment element consists of a one-hour multiple-choice exam based on lectures in which 30 questions will need to be answered. It is expected that undertaking this exam will assess the individual learning and understanding of most topics and other relevant quantitative and qualitative subjects in the module.

Reassessment :

Students will be given an opportunity to be reassessed on a failed module in accordance with standard De Montfort University regulations.

Failure in an exam component will be reassessed by another exam. Failure in the coursework component will be reassessed by an individually set assignment.

Expected methods of delivery :

The module will have a taught framework of 22 x 1 hour lectures and 8 x 1 hour seminar with assessment during and at the end of the module. The taught sessions will be a flexible combination of formal lectures, tutorial activities and discussions. Extensive use will be made of presentations, group work, and case studies. Students are expected to undertake directed reading and research. Development of a range of essential academic skills, such as note taking, use of academic resources and analysis of data are incorporated into the ongoing and

discrete assessment tasks. The assessment strategy allows the students the opportunity to demonstrate their learning. It provides both formative and summative feedback throughout the delivery of the module.

Learning and teaching activity hours for the module: Lecture 22 hours Seminar 8 hours Online Learning 20 hours Collaborative Activities 15 hours Self-directed study 45 hours Assessment 20 hours Revision 20 hours

Economics of Financial Markets and Institutions

Short Module Title: Econ of Financial Markets & Institutions

Module Code: ECON2552 **Credit value:** 15.00 **Credit level:** Academic Level 5

Department: BL - Strategy, Management and Marketing

Semester/year-long : Autumn & Spring Season

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Dr Wangari Wang'ombe

Module Appraisers: Dr Wangari Wang'ombe, Mr Akinsehinwa Sharimakin, Ms Adedoyin Babajide

Module pre-requisites (module code/s only) :

NA

Maximum student numbers on module (if applicable): NA

DMUGlobal Content Y/N: No

Module description (including outline content) :

This module gives an introduction to the Financial System. It provides an understanding of how capital flows through the Financial System and helps define the link to the real economy.

The module will develop student's analytical skills by providing an understanding of the functioning of various parts of the Financial System.

In addition the module will encourage a clear understanding of the problems in an emerging financial market and to better manage the development of stronger financial institutions.

Learning outcomes :

- 1) Understanding and appraisal of concepts: By the end of the module students will understand the foundations of the financial system, how it has evolved and functions.
- 2) Understand how the equity markets are regulated and the role of various Financial Intermediaries in capital formation.
- 3) Study the various sources of short term finances and the markets through which they can be accessed.
- 4) Understand the operations of mutual funds and Credit rating agencies.

5) Analysis: students will selectively use concepts to analyse the role played by regulatory bodies in regulating the capital markets and the role of the central bank in maintaining money and credit supply. They will develop their ability to evaluate and critically analyse empirical research in finance.

6) IT Research skills: Students will be required to independently research financial issues through advanced IT based research platforms.

7) Team working: Students effectively engage in collaborative learning in the context of analyzing financial problems and developing solutions to them.

8) Numerical Skills: development of effective quantitative problem solving skills.

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Mid-term test	0.75	40	N			AM
Unseen Examination 1	2.00	60	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

The students are required to achieve a pass mark of 40%.

The individual assignment will assist students in understanding the practical aspects of the taught theory and build sufficient knowledge and discipline to excel in the final closed-book examination. The unseen exam will be a time-constrained, closed book exam containing essay answers.

Reassessment :

Students who fail to achieve an overall mark of 40% will be given an opportunity to be reassessed in the summer term in accordance with standard De Montfort University regulations.

A maximum mark of 40% may be awarded for a successful referral.

Reassessment is by failed element either coursework or resit exam (more information will be provided closer to the time in line with the university guide).

Expected methods of delivery :

Teaching Strategies One hour lecture per week on the relevant financial topic. Lecturing will rely on a traditional pedagogic approach, the main aim being to clearly communicate subject specific knowledge. Student participation in lectures will be sought when appropriate to ensure, for example, that concepts are understood and can be appropriately applied. 10 – One hour (Per week or fortnightly?) tutorials/workshop. Tutorials will be learner-centred. The reliance on numerical and case study analysis will ensure that they are problem centred rather than content centred. They will encourage active learner participation. Therefore the overall climate of learning will be collaborative (instructor-to-learner and learner-to-learner).

Learning Strategies Students are expected to engage in individual as well as collaborative learning. Individual learning will require, for example, the use of research and reading skills. Collaborative learning will be needed for case study analysis.

Learning takes place through reading of the relevant finance literature (textbooks & academic research manuscripts as well as the current financial press), tutorial workshops and assigned exercises, and formative assessments.

Corporate Entrepreneurship and Innovation

Short Module Title: Corporate Entrepreneurship & Innovation

Module Code: ENTE2563 **Credit value:** 15.00 **Credit level:** Academic Level 5

Department: BL - Strategy, Management and Marketing

Semester/year-long : Autumn & Spring Season

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Dr Shukhrat Nasirov

Module Appraisers: Dr Shukhrat Nasirov

Module pre-requisites (module code/s only) :

NA

Maximum student numbers on module (if applicable): NA

DMUGlobal Content Y/N: No

Module description (including outline content) :

This module builds on the foundations established in the ENTE 1521 Module: Introduction to Entrepreneurship and Enterprise. However, it departs from the business start-up process with regard to new ventures. Rather this module focuses on the entrepreneurial process in established medium and large organisations seeking to: respond to the entrepreneurial imperative dictated by turbulent environmental conditions, remain viable and relevant and improve monetary and non-monetary performance. In doing so students will first, appreciate the unique nature of corporate entrepreneurship as the sum of an organisation's innovation, renewal and venturing efforts. Second students will explore approaches and apply models to understand the antecedents, organizational design considerations and outcomes of corporate entrepreneurship.

This module will prepare students for employment in for-profit, non-profit and even public sector organisations. It achieves this by building their knowledge of how innovations and new behaviours are generated, developed and implemented in organisations. Additionally students will gain an appreciation of the challenges presented by the organisation itself as it can be hostile to these forms of 'newness'. Students will be encouraged to realise their own potential as corporate entrepreneurship facilitators participating in or eventually leading entrepreneurial teams in their organisation.

While lectures and tutorials using case study analysis will constitute the main teaching methods for this module, they will also prepare students for a DMU Global experience. The DMU Global experience aims to provide students with the opportunity to apply corporate entrepreneurship concepts and models to analyse live organisations. Further it will provide insight into creating and evaluating a business case and engage in professional team work practices to achieve a common aim.

Key Words: Organisational Entrepreneurship, Corporate Entrepreneurs, Innovation, Employability, Performance, Organisational Members, Entrepreneurial Mindset, Entrepreneurial Orientation.

Learning outcomes :

- 1) Appreciate the fleeting nature of competitive advantage in the everchanging external environment and the implications of this for the organisation's internal environment (Assignment 1 & 2).
- 2) Study the corporate entrepreneurship concept and consider the differences between it and entrepreneurship (Assignment 1).
- 3) Develop and prove an understanding of some key definitions of corporate entrepreneurship phenomena/activity in order to establish students' development in this module through good engagement with core texts and recommended reading (Assignments 1 & 2).
- 4) Further develop and demonstrate the ability to work in a team through the DMU Global experience (Assignment 2).
- 5) Analysis and synthesis of corporate entrepreneurial activity and strategies using contemporary case studies in tutorials. This will foster interactive learning, problem identification, critical thinking and decision making on an incremental basis. This will prepare students for assessment where they build a case study of their own (Assignment 1).
- 6) Learn how to research and develop business cases using the DMU global experience to foster employability skills, confidence, innovation, team work and self-achievement (Assignment 2).

7) Identify and recognise the key challenges of developing a successful business opportunity for an organisation, creating a Business Case that reflects strategic fit with the organisation, reflects the ability to exercise judgment and take and defend decisions (Assignment 1 & 2).

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Other Coursework 1		50	N			AM
Other Coursework 2		50	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

Where anonymous marking cannot really practically take place (e.g. in presentations and group work), peer reviews are included anonymously to encourage fair practice.

All assignments where appropriate carry a criteria sheet to establish consistency across markers, and the students can see what criteria they need to focus on

A tutor pack is given to all tutors with guide answers to all tutorials to again offer a degree of consistency in assessing and marking and maintaining good teaching standards

The assessment approach is designed to match the learning objectives of the module and is enabled by guest lectures and guest mentoring which brings real business into the classroom and gives opportunities for networking

The aim is that Students will be able to demonstrate that:

- They can engage in lectures, tutorials & recommended independent reading , and they can demonstrate an understanding of content covered (Assignments 1 & 2)
- They have understood key terms of business given in lectures, tutorials, and found in academic studies, and can prove positive engagement with core reading material to build a foundation on which to build their personal and business development in Corporate Entrepreneurship and Innovation (Assignments 1 & 2)
- They have the will to develop, participate and behave as they will be expected to in the workplace by engaging in all class activities in tutorials thus being better prepared with employability skills (Assignment 1 & 2)

Reassessment :

Reassessment will be undertaken by individuals - the requirement will be to re-work any failed component. Assignment 1 - Rework the Case Study on the same brief Assignment 2 - Students will be asked to rework the Business Case and include at least 12 power point slides.

Expected methods of delivery :

Lecture - 15 hours Seminar - 10 hours Practical - 60 hours Self-directed study - 45 hours Assessment - 20 hours

A series of keynote lectures, guest lectures, case studies, roleplays and tutorials will be used to introduce a range of topics.

Material will typically be presented in a weekly one-hour lecture using various methods including formal lectures and interactive exercises.

Tutorials will be held every 2 weeks for one hour. The primary emphasis will be on interactive tutorials, where reflective exercises will be undertaken, and case studies introduced.

Case studies developed in Assignment 1 will provide a resource for the groups to draw on for Assignment 2.

Consumer Behaviour

Short Module Title: Consumer Behaviour

Module Code: MARK2303 **Credit value:** 15.00 **Credit level:** Academic Level 5

Department: BL - Strategy, Management and Marketing

Semester/year-long : Autumn & Spring Season

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Dr Brian Harman

Module Appraisers: Dr Amy Takhar, Dr Brian Harman, Dr Jen-Hsien Hsu

Module pre-requisites (module code/s only) :

Maximum student numbers on module (if applicable): NA

DMUGlobal Content Y/N: No

Module description (including outline content) :

Consumer Behaviour focuses on how consumers navigate modern society. This module explores the psychological processes that occur before, during and after a product/service is consumed. As such, the module investigates how internal factors (e.g. motives, attitudes, perceptions, personality, self-concept) and external factors (e.g. culture, reference groups) drive consumer behaviours. The module also explores the symbiotic relationship between consumers and society at large. This module is highly relevant for any students wishing to pursue careers within marketing, communications, brand management and advertising

sectors. It also provides invaluable theoretical insights for those wishing to pursue a career in consumer research.

Learning outcomes :

- 1) To evaluate the key concepts and theories that explain consumer behaviour.
- 2) To assess how internal factors (e.g. motives, attitudes, perceptions, personality, self-concept) and external factors (e.g. culture, reference groups) influence consumer behaviours.
- 3) To analyse how consumption patterns shape modern society (and vice versa).

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Digital Portfolio	750.00	50	N			AM
Unseen Examination 1	1.00	50	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

Students will complete a 750-word essay (+10% word tolerance) or a 3- page infographic on a consumer behavior topic of their choice. This coursework will allow each student to develop their critical reasoning and writing skills. Evidence of independent research and additional reading will be required to successfully complete this assessment component. The end of year MCQ exam (duration: 1 hour) will test their understanding of material across the full syllabus.

Reassessment :

Summer Reassessment - Students failing to achieve an aggregate grade of 40% across the various assessed components may be re-assessed during the summer re-assessment period. This opportunity will only be offered if their grade profile permits re-assessment (as determined by the Marketing Assessment Board). Failure in the exam component will be re-assessed by another exam. Failure in the coursework component will be re-assessed by an individually set assignment.

Expected methods of delivery :

A combination of formal lectures and student-centred seminars are used on this module. Videos, experiments and in-class exercises are also used to help develop the student's analytical and decision-making skills. Students are expected to take responsibility for the majority of the time spent on their learning. Students are also expected to undertake

additional directed reading and research. Taught sessions will integrate with case study material, presentations, and guided discussions.

Marketing Communications

Short Module Title: Marketing Communications

Module Code: MARK2306 **Credit value:** 15.00 **Credit level:** Academic Level 5

Department: BL - Strategy, Management and Marketing

Semester/year-long : Autumn & Spring Season

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Miss Nas Harrison

Module Appraisers: Miss Angie Worwood, Miss Rachel Stevens, Mrs Rachael Mabe

Module pre-requisites (module code/s only) :

NA

Maximum student numbers on module (if applicable): NA

DMUGlobal Content Y/N: No

Module description (including outline content) :

The marketing communications module focuses on one particular area of the marketing mix, most frequently referred to as the promotional mix. Marketing communication is the means by which organisations communicate with their publics and target audiences at product and target level.

The module provides an overview of marketing communications and offers essential grounding for anyone wishing to enter into marketing communications/ brand management careers in both client and agency organisations. It also provides a useful basis for anyone wishing to pursue a career in other areas of marketing or business.

Two marketing communications models are introduced that create the basis of the module, those of the 'marketing communications process' and the 'marketing communications planning framework'. The marketing communications environmental context is then highlighted to include recognition of the variety of target audiences (publics and stake holders), the regulatory system and role of agencies and the media.

The full range of promotional mix elements are identified with the major elements analysed in detail. Emphasis is also placed on the integration between those elements.

A balance of practical application and academic rigor is emphasised throughout.

Learning outcomes :

- 1) Understand the key areas of the communications process and how an organisation communicates with its target audiences through the marketing communications mix.
- 2) Understand the relationship between marketing plans and marketing communications plans as the basis for selecting and achieving a balanced marketing communications mix.
- 3) Understand the role of integrated communications in marketing communications strategy and the part it plays in corporate and product branding.

4) Understand the key areas of the communication planning process and the critical decisions of each stage.

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Pitch Presentation & Crea	1000.00	50	N			
Unseen Examination 1	1.00	50	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

The coursework elements allow for the development of the students analytical, written & verbal communication skills. The assessment will consist of a report analysing a company/brand/product and the market in which they operate, identifying the key communication challenges and providing a creative solution. This will be written and presented in pairs. The tutorial sessions prior to course work deadlines will provide a key input into the final reports and provide ongoing formative feedback.

The students' understanding and practical application of the major course outcomes will be tested through the examination.

Reassessment :

Students failing to achieve an aggregate grade of 40% across the various assessed components may be re-assessed during the summer re-assessment period and will be capped at 40%.

Failure in the exam component will be re-assessed by another examination and be capped at 40%.

Failure in the coursework component will be re-assessed by an individually set assignment and be capped at 40%.

Expected methods of delivery :

A combination of formal lectures and student centred tutorials are used. Case studies, videos and class exercises are also used to help develop the student's analytical and decision making skills.

Oral presentations are prepared and any written work is normally in a business format. Students are expected to take responsibility for the majority of the time spent on their learning.

In addition students are expected to undertake additional directed reading and research. Learning through reflection will provide an experiential backcloth to complement the more didactic learning elements of the module. Taught sessions will integrate with case study material, presentations, and guided discussions.

a. Academic Led: Face to Face (f) or Virtual (v) Fieldtrip Practical Lecture/Large Group 24 Hours Seminar Studio Tutorial 8 Hours Workshop b. Non Academic Led: Placement Learning (PL) Placement c. Student Led: Self-Directed Learning (SDL) On Line Learning 20 Hours Reading 26 Hours Collaborative Activities Reflection Revision 48 Hours Consolidation 24 Hours PGR Training

International Marketing

Short Module Title: International Marketing

Module Code: MARK2312 **Credit value:** 15.00 **Credit level:** Academic Level 5

Department: BL - Strategy, Management and Marketing

Semester/year-long : Autumn & Spring Season

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Dr Mark Ojeme

Module Appraisers: Dr Amr Al Khateeb, Dr Mark Ojeme, Mr Mohammed-Hanif Patel

Module pre-requisites (module code/s only) :

NA

Maximum student numbers on module (if applicable): NA

DMUGlobal Content Y/N: No

Module description (including outline content) :

Whether a student in from the UK or overseas, the module provides the background, topical issues, and techniques for marketing internationally. All the concepts used are accompanied by contextual examples, giving students the ability to understand how the principles are applied. The module equips students with an introductory view of the complexities of marketing, applying previously learned Marketing tools. On completion of this module you should understand the complexity of international marketing, the operation in different geographical environments, and the key terms and concepts associated with the international marketing literature.

The assessment will test the student's understanding of the International environment, their ability to analyse marketing opportunities in International Markets, their ability to develop marketing strategies, and to appreciate issues associated with managing the global marketing process.

Learning outcomes :

- 1) Describe the complexities and challenges in the international marketing environment (Online Essay).
- 2) Identify new and attractive international market by applying relevant framework (coursework assessment).

- 3) Analyse domestic and international firms' ability to operate in new and attractive market by applying relevant framework (coursework assessment).
- 4) Analyse the concepts at play in different international environments (coursework and Online Essay).
- 5) Ability to determine suitable market entry modes for domestic and international firms (Online Essay).
- 6) Design of international marketing programmes for new selected market (Online Essay).
- 7) Students will be open to and generate new ideas (coursework and Online Essay)
- 8) Students will apply new ideas to existing concepts (coursework and Online Essay)
- 9) Students will be aware of the social and environmental responsibilities of marketing (coursework and Online Essay)

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Individual Report	1500.00	60	N			
Unseen Examination 1	1.00	40	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

The assessment is designed to encourage and motivate students to participate in the learning process, and achieve the stated learning outcomes. For the coursework component, students will assess the opportunities and challenges of an international market (e.g. this could be an emerging or developing market). Students will consider factors that would influence market attractiveness in their evaluation.

The final component is an online essay that will provide students with the opportunity to analyse the preferred mode(s) of entry together with supporting justifications, taking into consideration the unique features of the market. In sum, the online essay will bring together the breath of knowledge and learning addressed on the module.

Reassessment :

Students failing to achieve an aggregate grade of 40% will be re- assessed during the summer re-assessment period. This will be communicated to such student by the module leader and admin office.

Expected methods of delivery :

Expected methods of delivery: Comprising of formal lectures, case study analysis, group exercises, and videos. The lectures will be interactive, with an emphasis on discussion and debate. 22 hours of lectures.

Lecture: 22 hours
Online Seminars: 22 hours
Online Seminars Prep: 40 hours
Self-directed Study: 26 hours
Assessments 1 and 2: 40 hours
Total: 150 hours

Brand Management

Short Module Title: Brand Management

Module Code: MARK2313 **Credit value:** 30.00 **Credit level:** Academic Level 5

Department: BL - Strategy, Management and Marketing

Semester/year-long : Autumn & Spring Season, Full Year (Spring)

Details of accreditation by Professional, Statutory or Regulatory body:

NA

Module Leader: Dr Markus Wohlfeil

Module Appraisers: Dr Gaye Bebek, Dr Markus Wohlfeil, Dr Nicola Thomas, Dr Roumpini Tsakona,

Dr Shelton Giwa, Mr. Shelton Giwa, Mrs Ellie Hickman, Ms Caroline Spence, Ms Maximillian Chikwanha

Module pre-requisites (module code/s only) :

Maximum student numbers on module (if applicable): NA

DMUGlobal Content Y/N: No

Module description (including outline content) :

Already back in 1959, Sidney J. Levy observed that "people often buy products not for what they do, but for what they mean to them" - meaning for the image(s), values and associations those brands symbolize and convey, rather than just for product functionality and quality. As brands play such an important role in consumers' everyday lives, building and managing sustainable brands is vital to every organization's long-term business success in the 21st century - irrespective of whether it is a multi-national corporation or "just" a local SME, a bricks-&-mortar or digital business, commercial or not-for-profit, operates in the manufacturing, FMCG, financial services, services, IT, retail, tourism & hospitality, media, sports, arts & heritage, entertainment, politics, charity or any other industry.

This Brand Management module introduces students to the evolutionary background, managerial intricacies and current developments in branding. The module provides the student, thereby, with a deeper understanding of contemporary brand theory and practices in strategically building, positioning and managing brands. The student is also able to examine the various roles that brands and branding play in our everyday lives and, thus, why a sustainable brand success often depends on fostering, supporting and cherishing consumer-brand relationships. Finally, the module enables the student to gain theoretical and practical insights into the creative processes involved in creating, designing, developing and managing a brand. In so doing, the module provides the student with a deeper appreciation of the conceptual idea that brands should not be viewed just as names, signs and/or logos but instead as engaging stories, which means that successful brand managers are essentially good storytellers. Since building and managing sustainable brands is so

important, the active engagement in and successful completion of this stimulating module will enhance the career prospects of students, whether in specific brand management areas or in the broader areas of advertising, marketing and marketing management.

Learning outcomes :

On completion of the module, the student should be able to:

1. Explain the important roles that brands and branding play within commercial and not-for-profit organizations as well as in consumers' every day lives. (Unseen Examination)
2. Appreciate the conceptual ideas, frameworks and theories within contemporary brand management and explain how they underpin management practices in strategically building, positioning and managing sustainable brands. (Individual Report + Unseen Examination)
3. Critically evaluate how and why a thorough understanding of the roles their brands play in consumers' everyday lives and self-identity projects is important for any organization in order to successfully build, manage and sustain their brand. (Individual Report + Unseen Examination)
4. Appreciate the creative processes involved in creating, designing, developing, proposing and managing a brand and to demonstrate the creative ability to put them into practice. (Individual Report)
5. Critically appreciate and explain why conceiving, designing and developing brands as engaging stories may nowadays be vital to a brand's success (Individual Report + Unseen Examination)

Assessment

Type of assessment	Duration or Volume?	Assessment weighting %	Final assessment Y/N	Minimum threshold mark %	Essential component Y/N	Anonymously marked Y/N
Individual Report	2000.00	50	N			OPTO3
Unseen Exam	2.00	50	Y			AM

Anonymous marking exemption codes: 1: Individually distinct work, 2: Reflection on development of own work 3: Presentation 4: individually negotiated work 5: work placement/experience/assessment

Assessment Notes :

The coursework element enables students to develop their subject-specific knowledge as much as their analytical, critical thinking, creativity and project management skills, which are all essential for a career in brand management, over the course of the module by applying the theoretical lecture and study material to a practical assignment. Lectures and various tutorial activities provide the student with necessary knowledge and skills for a successful completion. Two brief coursework-specific formative assessments will provide students with feedback and feedforward on their creative concept and coursework progress. The exam assesses not only students' subjective-specific knowledge, but also their creativity, critical thinking skills and ability to explain, appreciate, critically evaluate and apply learned brand theory to practice-oriented marketing problems, cases and/or

situations. The balance between individual seen and unseen assessment is designed to allow students to draw on, utilize and apply various different skills and techniques, and be equitable. There is opportunity, built into the assessment structure, for students to improve their performance throughout the module.

Reassessment:

Students failing to achieve an aggregate grade of 40% across the various assessed components may be re-assessed during the summer re-assessment period. Failure in the exam component will be re-assessed by another examination. Failure in the coursework component will be re-assessed by an individually set assignment.

Expected methods of delivery:

The learning programme will normally consist of a 2-hour lecture a week, which will have a formal structure, even though student participation and engagement will be encouraged. This is supplemented by five 2-hour tutorials, in which students will be expected to undertake selected topic preparation, case analyses and, especially, practical exercises to develop and improve skills required in the coursework and a career in brand management.

They will also have to present and defend their critical evaluations and creative ideas on an individual and group basis. This will help to develop their presentation and communication skills. The use of academic research, practical business examples, relevant videos and practical exercises form an essential part of the learning programme. In addition, encouragement is given to the use of appropriate computer applications and, where possible, visiting speaker inputs.

The student hours for this module are as follows: Lecture 44 hours Tutorials 10 hours Self-directed study 160 hours Assessment 86 hour.

4.5 Settling into your programme:

You are required to report on time in week 1 for the procedure of Enrolment to DMU as per the instructions from the Director's office. Based on the due submission of the required information as per the DMU Enrolment Form in time, you are given your ID for Blackboard and also a unique email id by the University. This guides you to log in to Blackboard and click on My Communities, Faculty of Business and Law, and then BAL Students. Other useful information is listed here.

Attendance

Students attendance both for online and on campus classes at timetabled sessions such as lectures, tutorials, workshops, and seminars is expected and is, indeed, compulsory in certain cases. There is a proven link between student progress and performance and their level of attendance. The attendance level in a group project also affects other members of that group as well as individuals who do not attend.

You should always carry your DMU ID card with you as you may be asked to verify your identity as part of the attendance monitoring process. From Week One of your studies,

your attendance is monitored by the Faculty and is reported to your parents on a fortnightly basis. This is done to help students succeed in their studies and identify any problems with a view of offering help and support to get things back on track.

The Faculty operates the university's attendance monitoring regulations (found in the Handbook and Regulations for Undergraduate Awards)

<http://www.dmu.ac.uk/dmstudents/the-student-gateway/academic-support-office/student-regulations.aspx> and as such follows a formal system for dealing with student absence:

- You are required to attend and engage with the studies in the manner dictated by the specifics of your programme of study as per DCBS regulation policy. This policy applies to all undergraduate students of Level 4 & 5. In Level 6 you are required to follow the regulations for undergraduate awards by DMU.
- Unauthorized absence which causes concern to your Faculty will result in the following action:
 - The Faculty will contact the student regarding their attendance, and the student is required to respond to this correspondence.
 - If the student's attendance does not improve and/or the student is not able to provide a satisfactory explanation for non-attendance further correspondence will be sent.
 - Failure to respond to this correspondence or rectify poor attendance will result in a final formal letter being sent to the student on behalf of the Faculty Head of Studies, failure to respond to this correspondence and/or continued unauthorized absence may result in a student's registration is terminated.
- This policy represents the minimum level of attendance monitoring required by the University. Faculty members may set more stringent requirements. Where there is a Professional, Statutory, or Regulatory Body (PSRB) requirement for attendance, the PSRB requirement supersedes the University requirement.
- Any student whose registration is terminated for non-attendance will be permitted to apply to re-join the University after two years.
- Any student who wishes to appeal a Faculty's decision to terminate registration must do so in writing to the Director at Daly College Business who will review the case to ensure proper procedure (as outlined above) was followed. Appeals can be sent to the Student Appeals & Conduct Officer at De Montfort University through the Director. The decision of the Student Appeals and Conduct Officer is final and not subject to review by any other University body.

Of course, we know that sometimes, absence may be unavoidable or for a good reason. In these cases, you must contact either your class tutor or the Director at Daly College Business before the absence occurs (where at all possible).

Log into Blackboard (<https://vle.dmu.ac.uk>) and go to My Communities, click on Faculty of Business and Law and then go into the programme handbooks folder to view the electronic version of your Programme Handbook, to see more details about student attendance and what to do if your absence is more long-term (e.g. for medical reasons).

Blackboard is an integral part of module teaching and learning. You can log in any time

after your first- year Induction and fulfillment of Enrolment procedure to see any module information that may already have been loaded. (<https://vle.dmu.ac.uk>).

IMPORTANT NOTE: Students' attendance is registered by individual faculty in the classroom before the lecture. Please ensure you attend all the scheduled classes on your official timetable otherwise you will be recorded as being absent.

About Your Timetable

You are assigned a section at the start of your programme. A personal timetable is made available to you at the beginning of your studies. This elaborates on your module lectures, co-curricular activities, and the initials of module tutors. The timetable will be available on the Notice board at Daly College Business School, and emailed to you individually.

You should attend all activities listed on your timetable. If for any valid reason, you need to change a session on your timetable then you should see the teaching academic (if it is a one-off change). They will check if the change is possible. In normal conditions, no change of section and re-scheduling of lectures are entertained.

Enhancement Weeks

Two weeks of the teaching year are assigned as Enhancement Weeks. They are free from formal teaching activity and instead Enhancement Events and Personal Tutor meetings are held in the Faculty (details on timetable and via email). A number of these Enhancement Activities will appear on your timetable, others will be optional and you will be able to sign up for them. You can also use and spare time during these weeks as a self-study time.

To see what your timetable will comprise of, see the next section.

Teaching Methods

The University assigns week numbers to each week of the year from the start of teaching (i.e. the Monday after the enrolment and induction week is week one) to the end of the summer assessment period (vacation weeks are also included in this numbering). Your timetable uses these week numbers to show which sessions you need to attend each week.

The main teaching methods used are lectures, tutorials/seminars, workshops, and lab sessions. Across modules (or subject areas) a diverse range of teaching approaches will be used within these sessions. All modules use Blackboard as an integral part of the teaching approach (see Section 4 for more details about Blackboard).

The following short descriptions will give you some idea of what to expect from each session:

Lectures

Lectures are formal teaching periods that are used to introduce topics and assignments and provide keynote material. They are used to give information to a large group of students. Usually, the lecturer (often the module tutor) will provide handouts to supplement the

information but you also need to make notes as the lecturer will give information that may not be included in the handout.

Tutorials /seminars

These are smaller, less formal, more interactive discussion groups led by a module tutor. You will usually be asked to prepare for the tutorial with some advance reading or by undertaking short tasks. The tutor will assume that everyone has done the preparation, so the time can be spent productively (some tutors may ask students who have not prepared to leave the tutorial). Tutorials/seminars sometimes include student presentations with a group of other students or individually. Your learning will be enhanced if you interact with the tutor and the group e.g., by asking questions and putting your ideas forward.

Studios / workshops

These will normally be used for you to make progress on assignments. You will be able to consult staff and be able to use some of the time to search out material in the Library and other sources. Your learning will be enhanced if you put time into preparing for the workshop, and reviewing what you have learned afterwards. You will often be given a sheet of questions to answer, a problem to solve, or information to find out during the workshop time.

Lab Sessions

These are IT-based tutorials which take place in computer labs in the IT suite.

4.6 International opportunities at DMU in England:

Depending on the COVID situation, the following opportunities are usually available for students studying their final year at DMU in England:

Academic-led trips

Add an international dimension to your studies by taking part in a short-term overseas visit (of up to 14 days), designed and delivered by an academic member of staff. These opportunities are directly linked to your programme of study to enhance your learning experience at DMU.

Employability Trips

Develop a range of career readiness competencies by participating in an employability focused overseas opportunity. Open to students from a wide range of programmes, these opportunities provide an insight into the international world of work and focus on developing a range of professional skills – supporting you on your journey to becoming a global graduate.

Summer Schools

During holiday periods, you can participate in a summer study programme offered by one of DMU's global partner universities. Summer schools involve taught classes, assessment, and an exciting range of cultural and travel opportunities for participants aimed at fostering intercultural awareness.

Volunteering

Develop your global awareness and make a positive impact in local communities overseas. Volunteer with DMU Square Mile or one of our DMU's partners on a range of sustainable projects and make a difference while studying at DMU.

Internships and Placements

A range of inland and overseas work-based experiences including shorter-term summer internships and full-year placements post your degree will give you the chance to understand how business works in a global context and develop skills that could help you stand out in the graduate job market.

DSU Trips

In cooperation with De Montfort Students' Union, students from across the University have been able to participate in short-term overseas visits linked to a range of strategic projects that aim to foster student engagement, whilst developing an international outlook. It is hoped that these opportunities will continue.

On-campus experiences

A range of internationally-themed experiences is available that enable you to gain an international perspective on campus at DMU. These experiences are designed to develop language skills and enhance intercultural awareness, without traveling overseas.

4.6 Universal Design for Learning (UDL):

Universal Design for Learning (UDL) is a DMU initiative which aims to provide an equal learning experience for all students. There are three key principles of UDL:

- Flexible ways of learning
- Flexible study resources
- Flexible ways of testing learning

For more information about UDL and how these principles might be implemented on your programme visit the UDL page on the DMU website: <https://www.dmu.ac.uk/current-students/student-experience/udl.aspx>

Section 5: Contact details of staff

Contact details of DCBS staff				
Academic				
Sr. No	Name	Designation	Contact Number	Email ID
1	Dr. Rinku Joshi	Director & Faculty	9893619520	director@dcbsindia.org rinkujoshi@dcbsindia.org
2	Mrs. Poojae Sethi	Faculty	9993027874	poojaesethi@dcbsindia.org
3	Dr. Pratibha Chaurasia	Faculty	9893334563	pratibhachaurasia@dcbsindia.org
4	Dr. Shruti Agrawal	Faculty	9753335244	shrutimaheshwari@dcbsindia.org
5	Dr. Ratish Gupta	Faculty	8223880006	ratishgupta@dcbsindia.org
6	Dr. Shreshth Chhabra	Faculty	9755066626	shreshthchhabra@dcbsindia.org
7	Dr. Vibha Sahu	Faculty	9826066484	vibhasahu@dcbsindia.org
8	Mrs. Yamini Chhajlany	Faculty	9893133573	yaminichhajlany@dcbsindia.org
				-
Administration				
1	Mr. Om Singh Chauhan	Dean	9893124936	omsinghchauhan@dcbsindia.org
2	Mr. Mahesh Rasal	Accounts Incharge	9826023133	maheshrasal@dcbsindia.org
3	Mr. Nitin Badade	IT & System Administrator	9827579849	nitinbadade@rediffmail.com
4	Mr. Priyanka Singh	Hostel Warden	9993066673	priyankasingh@dcbsindia.org
5	Mrs. Pragati Sanghai	Academic Support officer	9826403532	pragatisanghai@dcbsindia.org
6	Ms. Nivedita Pandey	Library Incharge	9977327222	niveditapandey@dcbsindia.org

Programme Leader Name: Dr Rinku Joshi, Director

Brief role description: Dr Joshi takes care of the entire academic coordination between DCBS and DMU. She is also a faculty member. She co-ordinates all the legal and regulatory norms in India and with DMU, and is also the Chairperson for AICTE Committee, Disciplinary Committee, Anti-ragging Committee, and the Students' Grievance Cell. Dr Joshi is also the Academic Practice Officer. Dr Joshi actively organizes and conducts training programmes for students and faculty members of DCBS and industries. You should contact her for any concerns/doubts/ suggestions for your study period at DCBS and DMU at-

Email: rinkujoshi@dcbsindia.org, director@dcbsindia.org

Office: 0731-2702882

Dean – Administration – Mr Om S Chauhan, Dean

Mr Chauhan is responsible for entire administrative affairs at DCBS. He is incharge for the Admissions, and all the Marketing & Promotions activities including social media and website. Additionally, he also handles finance matters at DCBS. He can be reached at – omsinghchauhan@dcbsindia.org, dean@dcbsindia.org
9893124936

- **Module Tutors-**

Mrs Poojae Sethi - Programme Coordinator & Module Tutor
Member of Anti Ragging committee
Member of SC/ST Committee
Faculty Coordinator – Students’ Engagement & Development
Faculty Coordinator – FICCI FLO
Member – Induction Committee

Dr Pratibha Chaurasia - Module Tutor
Member of Students' Grievance Redressal Committee
Faculty Coordinator – DCBS Alumni Association
Member – Farewell Committee
Faculty Coordinator – Press release
Faculty Coordinator – VISA
Faculty Coordinator – IMA

Dr Shruti Maheshwari - Module Tutor
Member of Internal Complain Committee
Exam Co-coordinator
Faculty Coordinator – Institute of Risk Management, India
Affiliate
Member – Farewell Committee

Dr Ratish Gupta - Module Tutor
Member AICTE Committee
Member of Students' Grievance Redressal Committee
Member of Anti Ragging committee
Member of Internal Complain Committee
Faculty coordinator – Research & Publications
Faculty coordinator – Outbound Programmes
President – NDLI Club
Member – Induction Committee

Dr Shresth Chhabra - Module Tutor
Member AICTE Committee
Faculty coordinator- MDP and Conferences
Member – NDLI Club
Faculty coordinator - Website Management
Faculty coordinator – Sports
Member – Farewell Committee

Dr Vibha Sahu - Module Tutor

Member of Internal Complain Committee

Member of Internal Quality Assurance Cell

Faculty Coordinator & Editor – DCBS Chronicle

Member – Induction Committee

Mrs Yamini Chhajlany - Module Tutor

Member of Anti Ragging committee

Faculty Coordinator - Industry Interface Cell

Faculty coordinator – Guest Lectures & Webinars

Member – Farewell Committee

Faculty Co-ordinator – VISA

Faculty Coordinator – FICCI FLO

- **Miss Nivedita Pandey** – Librarian

Secretary – NDLI Club

Support – DCBS Alumni Association

Member – Farewell Committee

- **Mrs Priyanka S Chauhan** – Hostel Warden

Member of Internal Complaint Committee (if hostel girls are involved)

Member – Farewell Committee

- **Mr Mahesh Rasal-**

Accounts Incharge

General Administration

Member of Internal Quality Assurance Cell

Coordinator – Media Management

- **Mr Nitin Badade** -

Lab Administrator

Member AICTE Committee

Member of Internal Complain Committee

Coordination and support – IT & Website

- **Academic Support Officer- Mrs Pragati Sanghai**

She looks after the effective maintenance of student records, including attendance, progression, and grades. Mrs Pragati assists with the coordination with DMU and intimation of all academic-related activities needed for delivery of effective academic administration support at the Director's office.

- Personal Tutor when you study at DMU in England- Martin Morgan-Taylor. Email: mart@dmu.ac.uk

Contacting tutors*

The best way to contact members of staff is via **email**. If you wish to have a meeting with a member of the team, you can make use of their **advice and feedback tutorial times** (also sometimes called 'office hours').

***Subjected to COVID-19 safety guidelines as per the local regulatory authorities from time to time.**

Student email

Student email – dcbs21.....(your name and surname)@gmail.com

Please note that when you enroll at DCBS, you are given a unique email id which is the medium of communication between DCBS and you during all the three years of your study as well as beyond. It is a must for you to be updated with the communication on both these email ids.

DMU Student email

The student campus email system is automatically available to all students throughout their time at university, during term time and vacations, at university and at home. It is a free service that employs a web interface so it can be used from any computer, or mobile device, with a web browser and an internet connection.

This email service is the official electronic communication system between the university and students. Therefore, students should regularly sign in to their Office 365 account to check for messages: [Office 365 Login](#)

Note that **all emails from the University will always be sent to your DMU student email address** (not your personal/private email address). It is your responsibility to check your email regularly and respond to emails from the University. Further information about the email system and the protocols for the appropriate use of email can be found on the DMU website. It is your responsibility to be fully aware of this information.

Section 6: Student Charter

De Montfort University has developed a Student Charter setting out commitments from the University to students, from students to the University, and from the Students' Union to students.

 <http://www.dmu.ac.uk/dmu-students/student-resources/student-charter/student-charter.aspx>

Section 7: Higher Education Achievement Report (HEAR)

When you graduate, as well as being issued with a degree certificate, you will be given access to your HEAR. This online document details your module results, alongside any extra

achievements such as internships, volunteering or student representative roles. This essential document is a great resource to support you in any future job applications.



Visit the DMU web page for more information on:

- A list of recognised activities
- An example of a completed report

 [http://www.dmu.ac.uk/dmu-students/your-dmu-experience/hear/higher-education-achievement-report-\(hear\).aspx](http://www.dmu.ac.uk/dmu-students/your-dmu-experience/hear/higher-education-achievement-report-(hear).aspx)

Section 8: Communication

8.1 The Virtual Learning Environment (VLE)

Blackboard is a virtual learning environment, accessible online. You can log into Blackboard at any time, on or off-campus. All programme and modules have a dedicated Blackboard site, where you can access all materials and information relevant to that module. This includes assessment information and Turnitin links for submitting assessments, copies of lecture notes, resource lists and additional learning materials. Your tutors will also make important announcements through the module Blackboard sites. It is therefore vital that you visit the Blackboard sites for all your modules regularly for the latest information.

On the main Blackboard homepage, you will also be able to access the Blackboard **BAL Community** site, under the following programme: **Bachelor in Management (Business Studies) N1N260**. By default, the link for this site is in the bottom left-hand corner of the Blackboard homepage. All students have access to this site. The site contains copies of Programme and module handbooks, information about programme events, study support, international study, careers etc. General announcements relevant to all programme students will also be made through the Community site.


Blackboard also gives you access to the **Community site for the Faculty of Business & Law**. This site includes Programme Handbooks, External Examiner reports, Assessment Maps, etc., as well as announcements about Faculty events. Information about re-enrolment and re-assessments will also be posted on the Faculty Blackboard site.

General information and guidelines on how to use Blackboard are available from inside Blackboard, by clicking on the *UserGuide* tab at the top of your Blackboard homepage.

8.2 Personal tutoring

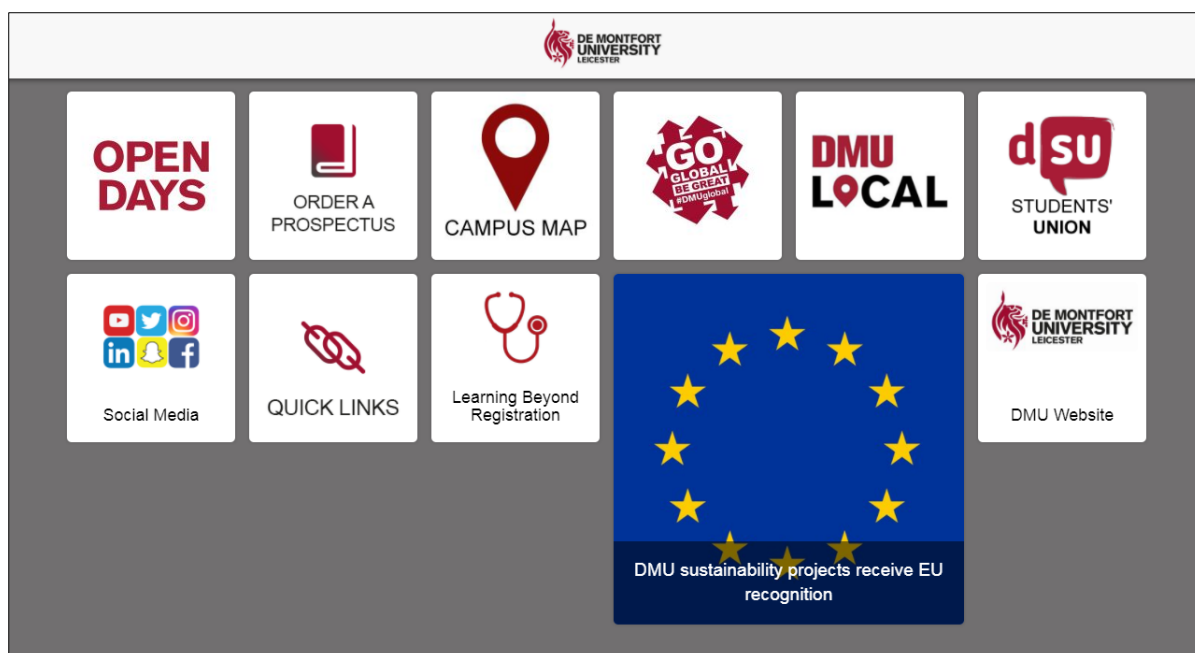
All students are provided with a personal tutor who can be contacted regarding any general academic matter or personal concerns.


You will have the opportunity to meet with your personal tutor during the first weeks of study, either individually or within a group, and begin to develop a positive relationship with them.

 <http://www.dmu.ac.uk/study/undergraduate-study/student-support/academic-support/personal-tutor-scheme.aspx>

8.3 MyDMU

MyDMU is a personalised, online system designed to support De Montfort University (DMU) students while they study. This award-winning software complements the facilities provided by Blackboard.



 <http://www.dmu.ac.uk/about-dmu/professional-services/information-technology-and-media-services/prospective-students/mydmu.aspx>

Once registered with the university, students receive a DMU IT e-account. After choosing an ID and password, you can then access **myDMU**, Blackboard, the virtual learning environment, email and other electronic services. The information provided by **myDMU** is tailored to your individual needs.

8.4 Attendance

You are expected to attend all timetabled sessions. Please note that you will be recorded as absent if your attendance is not recorded at your timetabled activities.

If you experience difficulty in attending classes for any reason, then please discuss the matter with your **Personal Tutor or module tutors** so that we are able to help or advise you. Poor attendance may result in low marks or even fails, as attendance and performance in assessments are closely linked.

Attendance is referenced in the **DCBS Regulations**.

Also see the DMU General Regulations affecting students. Further details are included within Chapter One: [DMU General Regulations: Chapter 1](#)

Section 9: Management of the programme

As a student, you will largely only see your programme from *your* perspective, but your tutors are also obliged to spend the time outside classes dealing with the administration and smooth running of your programme. What follows is a very brief introduction to what goes into the management of your studies.

9.1 Programme Management Boards

Your programme is managed academically by a Board. The Board comprises members of the academic staff team (mainly the programme/subject and module leaders for a particular subject area), staff from DMU, and External Examiners (usually experienced academics from other Universities).

Programme boards meet in two modes:

- As a **Programme Assessment Board (PAB)** which meets to approve your marks; agree whether or not you can proceed into your next year; agree the final classification of your degree. Once the PAB has met, results are deemed to have been **ratified** (approved) by the University
- As a **Programme Management Board (PMB)** which meets to review the management of your programme, and consider issues raised by Student Representatives.

9.2 External Examiners

Each programme has at least one External Examiner who is not part of DMU teaching staff but from another Higher Education institution. Their role is to assure academic standards on the programme and to ensure that students are receiving the best possible learning experience. The External Examiner acts as an independent and impartial adviser. They ensure that awards granted by the university are comparable in standard to those of other higher education institutions, that national subject threshold standards are complied with, and that the treatment of students is equitable and fair.

The External Examiner for this Programme is:

Name: Fatimah Moran Substantive employer: University of Staffordshire
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Note: The details provided relating to External Examiners is for information only. You must not contact External Examiner(s) directly, nor with respect to your individual performance in assessments.

Section 10: Assignment submission, assessment and anonymous marking

10.1 Assessment map/submission schedule

An annual calendar of all assessments is shared once the student is registered at the start of the academic year. Assessments are reasonably distributed across the programme to minimize the 'bunching' of deadlines. Information about module assessments is available on the virtual learning environment (VLE) module shell also. Modules are assessed in many

different ways but here are some of the most common methods of assessment- Essay, Report, Blog writing, Exam and Presentation.

10.2 Protocols for submitting work

Assignments of the respective module are submitted via the given Turnitin link available on Blackboard or through a hardcopy as per the instruction by the module leader. There is generally a specified deadline that you are required to follow. In case of delay or non-submission under any extenuating circumstances, please refer to the section of Resubmission/Extension.

10.3 How to submit via Turnitin

Turnitin (via Blackboard) is a text-matching tool used for plagiarism detection to which you will be introduced during your academic study. It is a web-based plagiarism detection tool widely used in UK universities and schools/ colleges. It searches the current and archived internet documents, papers submitted by other students, and identifies any similarities between texts. Refer to [Chapter 4, Section 3.1.3 of the General Regulations and Procedures Affecting Students](#) for more information on plagiarism (available from the DMU student regulations web page). The aim of using this software is to deter plagiarism, rather than to detect it and punish you.

10.4 Anonymous Marking

The process of marking work anonymously is intended to eliminate any unintentional bias on the part of assessors and to reassure students that the marking process is fair and impartial. Most assignments are marked anonymously. Your tutors will inform you if your assignment is to be submitted and marked anonymously. The process of submitting your anonymous assignment to Turnitin remains the same, except that you need to ensure that no identifiable data is visible on your assignment. Once the work has been marked and feedback is available, you will be able to access the same Turnitin link to which you submitted your work.

10.5 Assessment criteria and mark descriptors

When they mark your work, your tutors use a set of assessment criteria against which each project is assessed. Assessment criteria are usually stated with the assessment brief and are directly related to the learning outcomes for the module, which are listed in each Module handbook.

In assigning a mark to your work, tutors use mark descriptors; the final mark awarded to a piece of work will be informed by how it corresponds to these mark descriptors.

Each module has different methods of assessment related to what you are expected to learn (learning outcomes) on that particular module. This means that you should see a clear relationship between the learning outcomes in your module outline (which should be handed to you by the module leader in your first class) and the assessment task you are being asked to do.

The assessment comes in three main forms:

- ✓ The diagnostic assessment allows you and your tutors to see your strengths and weaknesses so you can focus your efforts more effectively (e.g. your tutor may ask you to complete a task in class which you can then 'mark' yourself and see where your strengths and areas for focus lie).
- ✓ Formative assessment allows your tutors to give you feedback which you can use to improve (e.g. you may be asked to write a report for one of your earlier assignments). You will be given a mark and feedback for this which you can then use to improve your report writing in a later assignment or exam question).
- ✓ Summative assessment in which your grade or mark counts towards your overall profile and final degree (e.g. an exam at the end of a module).

Most assignment tasks will use two of these forms of assessment.

For each assignment, you will normally be provided with a written assignment brief and an oral briefing from the tutor. Assignment Briefs will vary but may include:

- Aims of the assignment;
- Learning outcomes for the assignment;
- Timetable and programme of work, including submission deadline;
- Marking criteria, i.e. how your work will be graded;
- References and source material – to help you complete your assignments.

Following the assignment brief carefully helps to ensure that you achieve the best mark possible. The assignment brief and marking criteria are there to help you gain marks. Once the work has been marked, depending on the type of work, your tutor will normally give you written feedback based on the assignment criteria. This feedback should be used to help you in subsequent assignments.

Assessment Methods

Modules are assessed in many different ways but here are some of the most common methods of assessment:

- **Essay** – a written assignment based on a set question (or choice of questions) with a word limit.
- **Report** – a structured assignment using headings and sub-headings used to look at a particular problem or issue and make recommendations within a word limit. This could be an individual piece of work or group work.
- **Exam** – a formal test to assess knowledge within a time limit and silent conditions. Exams can be closed book (i.e. no material is allowed to be taken in) or open book (specific texts are allowed).
- **Phase Test** – a shorter test (usually multi-choice or short answers) which takes place under exam conditions.
- **Reflection** – a written piece of work where students are asked to reflect on their development and experience and what they have learned from it.
- **Presentation** – this can be in groups or done individually and usually takes place in a

classroom or lecture theatre using visual aids such as PowerPoint.

Grade Descriptors

This is a guide to the criteria used by staff in assigning a mark to a piece of work. The final mark awarded to a piece of work will be informed by its predominant correspondence to these descriptors.

Modules are marked on a range of 0-100%. Mark descriptors are given in the table below. A mark below 40% indicates a Fail grade (the shaded boxes).

Mark Range	Criteria
90-100%	Indicates that no fault can be found with the work other than very minor errors, for example typographical, or perhaps failure to satisfy the most challenging and exacting demands of the assessment.
80-89%	Indicates a very high level of understanding evidenced by an ability to engage critically and analytically with source material. Likely to exhibit independent lines of argument. Only minor errors or omissions.
70-79%	Judged to be very good, yet not outstanding. May contain minor errors or omissions. A well-developed response showing clear knowledge and the ability to interpret and/or apply that knowledge.
60-69%	Indicates a sound understanding of basic points and principles but with some failure to express or to apply them properly. Hence the answer is essentially correct, has some errors or omissions, and is not seriously flawed.
50-59%	Indicates a more limited understanding of basic points and principles, with significant errors and omissions. These errors and omissions, however, do not cast doubt on the basic level of understanding.

40-49%	Indicates questionable understanding of basic points and principles yet sufficient to show that learning outcomes have been achieved at a rudimentary level.
30-39%	Indicates an answer that shows only weakly developed elements of understanding. The learning outcomes have been insufficiently realised.
20-29%	Very little knowledge has been demonstrated and the presentation shows little coherence of material or argument.
0-19%	Only isolated or no knowledge displayed.

Degree Classification Explained

Honours degrees (BA/BSc/LLB Hons) are awarded final overall grades known as classifications. You often hear them referred to as 2(ii), 2(i), etc. This means:

- 1st = first class honours degree,
- 2(i) = upper second class honours degree,
- 2(ii) = lower second class honours degree,
- 3rd = third class honours degree,

The Bachelor in Management (Business Studies) is known as a degree without honours, where students must successfully pass at least 330 credits.

To find out how honours degrees are calculated go to the Award Regulations chapter of the Handbook and Regulations for Undergraduate Awards (for the current year) which is found by logging into my.dmu.ac.uk and clicking on the DMU tab or go to the Degree Classification section on Blackboard/ MyCommunities/ Faculty of Business and Law which shows detailed examples and illustrations of how degrees are calculated.

10.6 Assessment feedback


We are committed to ensuring that all students receive appropriate feedback on their assessed work. Feedback can help you improve your future performance. When you receive assignment feedback from your tutor, you will find a summary assessment of your work, which you should read together with the annotations made on the assignment itself.

These comments are intended to help you recognise your own strengths as well as identify any weaknesses. Please take these comments seriously and act upon any suggestions. You should also make an appointment to see the module tutor if you are unclear about written comments made on your work, or if you have any concerns about your progress on a module.

You can expect to receive your mark and feedback within **20 working days** of the submission deadline. Where possible, tutors will endeavour to return the work sooner. However, note that all assessed work is also moderated by a second examiner, who checks a sample of the first examiner's marks. We aim to only release marks and feedback to you after they have been moderated and verified by a second marker. As you will no doubt understand, this process takes time – but we do this because we are committed to ensuring the highest standards of fairness in our assessment.

Note that any marks you receive during the academic year should be treated as provisional until formally ratified by the Programme Assessment Board at the end of the academic session. Your final ratified end-of-year results will be notified to you following the meeting of the Programme Assessment Boards. This will normally be during the first two weeks of July for programmes that commence in September/October each year. For programmes that commence at other times during the year, assessment boards will be held at an appropriate point.

You can view the University's full Assessment and Feedback Policy, which sets out the expectations for all assessments and marking processes here:

 <https://www.dmu.ac.uk/about-dmu/quality-management-and-policy/academic-quality/learning-teaching-assessment/assessment-feedback-policy.aspx>

Section 11: Seeking an assignment extension, deferral or re-submission

11.1 Extensions

If you are unable to meet assessment submission deadlines for coursework or project-based work, you may request an extension.

You should request an extension from the partner institution in the first instance.

Students may request an extension to an assessment deadline using the extension to coursework application form. Coursework extension requests must be authorised by the Module Tutor at DCBS during your studies at level 4 & 5 while for level 6, this should be done to the Module tutor at DMU. Chapter 5 of the [Student Regulations](#) explains that:

1. The request should be made to the module leader in advance of the deadline. The module leader has the discretion to grant an extension of up to 10 university working days. Guidance on granting extensions and supporting evidence can be found in [Appendix 3](#).
2. If a deadline extension is approved the module leader will sign the completed extension form and confirm the revised deadline date. The student should submit this form with the assessment.
3. The Associate Dean (Academic) or nominee may exceptionally approve longer extensions of up to 10 university working days from the date of an already approved extension deadline. A further extension request form with timely supporting evidence (covering the current extension period) should be submitted by the student to the module leader, who will seek the approval of the Associate Dean (Academic) or nominee. The outcome will be communicated to the student by the module leader. If approved, regulation 115 applies. If not approved there is no right to appeal the decision
4. Chapter 5 of the [general regulations and procedures affecting students](#) outlines the deferral process and the evidence required to support a deferral application.

11.2 Deferrals

On exceptional occasions, your performance may be seriously impaired by severely adverse personal circumstances beyond your control or ability to foresee. Examples of 'severely adverse personal circumstances' may include a serious debilitating illness, a bereavement involving a close family member or the need to care for a seriously ill child over a number of weeks.

You should make a request for a deferral from the partner institution in the first instance. Chapter 5 of the [Student Regulations](#) explains the process to follow.

Students may request a deferral (delay) in submitting assessments or sitting formal examinations. This means that a student can take the assessment at a later date than scheduled without it having an effect on reassessment opportunities. It is treated as a first attempt and the module mark is not capped. Normally, students will be automatically registered to take deferred assessments at the first opportunity provided.

A deferral should only be requested if a student's performance in assessment(s) is likely to be seriously affected by personal or medical circumstances and should be supported by evidence. Periods of suspension, debt hold or debt exclusion will not be accepted as valid reasons for seeking a deferral. Deferral requests are made on the appropriate deferral form available from the Student Advice Centre and considered by a faculty or university panel.

- If you are experiencing difficulties with your studies you should contact your personal tutor or Programme/Subject Leader.
- If appropriate, it may be necessary for you to request a deferral of assessment.
- To apply for a deferral of assessment you must complete the appropriate forms.
- Completed forms and supporting evidence must be submitted before the deferral deadlines.

11.3 Failed modules and reassessment opportunities

If you fail a module (i.e. at the end of the year your overall module mark is less than the required minimum), you will not receive credit for it and therefore you may not meet the progression or award requirements for your level. If you do not meet the progression or award requirements for your level and have sufficient reassessment opportunity, you will be required to retrieve the failure in order to progress or obtain an award. This is known as a **reassessment**.

Reassessment usually means that you will be asked to resubmit failed coursework or resit failed examinations during the summer vacation. Reassessment advice detailing which assessment elements you are required to resubmit will be sent to you following the release of end-of-year results. Assignment briefs for specific assessment elements will also be posted on the VLE.

As you cannot progress or achieve an award until successful completion of any reassessments, it is vital that you attempt all reassessments in the reassessment period immediately following the notification of your failure(s).

You should seek advice regarding failed modules and reassessment opportunities from the partner institution in the first instance.

For more information on reassessment, see Section 5 of the [university academic regulations](#).

11.4 Interruptions

If you are prevented from continuing your studies for ill-health or some other legitimate cause, you must apply for your studies to be interrupted. You will be expected to provide a written, or word-processed, explanation of the circumstances, accompanied by professional third party evidence to support your request; interruption of studies will not be considered without third party evidence to support it. Interruption requests must be received before the final submission deadline for work on your programme.

Section 12: The student complaints and appeals process

Your first port of call for advice and support should be the Director or senior member of the management team. At DCBS, you have the provision of lodging your complaint and grievances to Grievance Redressal Committee. Any complaint/ grievance should be submitted only in a written form.

It is our intention to deal with your concerns and queries as quickly and as efficiently as possible. It is therefore beneficial if concerns are raised as quickly as possible, to enable us to address the problem before it is too late. In order to help us in this, please take a note of the person who is dealing with your enquiry. This will help us follow up on the query should there be a need to do so.

12.1 Complaints

If you are unhappy about the advice you have received, or have encountered any difficulties in obtaining advice and guidance, you should put these in writing and forward this explanation to the relevant member of staff.

The relevant member of staff will consult with appropriate colleagues and respond to you **in 10 working days during term time** (a longer response period may be required outside term time to account for staff holidays).

Where necessary, any advice or help given will remain confidential, unless it is felt that there is an issue of health and safety.

12.2 Academic appeals:

You have the right to appeal, on specified grounds only, for reconsideration of the decision of any assessment board.

You have the right to remain on the programme and continue with your studies until the outcome of the appeal is known, provided this is permitted by other results not under appeal.

12.3 Useful links:

🔗 **Academic appeal forms:**

<https://www.dmu.ac.uk/current-students/student-support/exams-deferrals-regulations-policies/student-regulations-and-policies/academic-appeals.aspx>

🔗 **General Regulations and Procedures Affecting Students – Chapter 8 ‘Rights of Appeal’:**

<https://www.dmu.ac.uk/documents/dmu-students/academic-support-office/2019-20-student-regulations/11.chapter-8-19.20.pdf>

Section 13: The Student Voice

13.1 Student Representation

The student representation system aims to ensure that all students are represented and is one of the many ways in which the university engages with its students. The role of student representative is to gather feedback from peers and report this to academic staff through formal and informal meetings.

The student representation system in place is as follows:

Further information on student representation is available from De Montfort Students' Union and can be obtained at:

🔗 <https://www.demontfortsu.com/voice/representation/> and

🔗 <http://www.dmu.ac.uk/about-dmu/quality-management-and-policy/academic-quality/student-voice/student-representation.aspx>

At DCBS student representatives are selected through the democratic process. Students who volunteer are selected based on maximum votes achieved from his/her batch mates.

Students have other opportunities to give feedback about many aspects of their modules, programme or the university through module evaluation questionnaires (completed at the end of each module either on paper or electronically), programme/course level evaluation questionnaires (offered at the end of level 4 and 5) and, in the final year of undergraduate degree studies, the National Student Survey or NSS (the results of which are published externally for each university in the country).

13.2 Student satisfaction surveys

A variety of mechanisms are employed to gather student feedback, including questionnaires and surveys. These are conducted both internally within De Montfort University (DMU), and externally across the higher education sector. Findings from these surveys are published and responded to in a number of ways.

Surveys may include:


- Module and programme level feedback (interim and/or final as per faculty practice).
- National Student Survey (NSS) – <https://www.thestudentsurvey.com/>
- Postgraduate Taught Experience Survey <https://www.advance-he.ac.uk/reports-publications-and-resources/postgraduate-taught-experience-survey-ptes>
- DMU Students Union feedback - <https://www.demontfortsu.com/>
- Student participation in academic quality processes - <http://www.dmu.ac.uk/about-dmu/quality-management-and-policy/academic-quality/student-voice/student-participation.aspx>

Section 14: Library and Learning Services

Introduction to DMU Library and Learning Services

The DMU Directorate of Library and Learning Services (LLS) supports the learning, teaching and research activities of DMU providing high quality resources, learning spaces and learning and academic skills development.

See the dedicate library webpage for partner students that outlines how you can access online information and support <https://library.dmu.ac.uk/partnerstudents>.



Guide contents

Your Institution will provide you with the key resources that you need for your assignments

As a student on a DMU course, you can also access a range of library services and resources provided by DMU.

This guide will introduce you to the main services and facilities

Use the tabs at the top or the menu below to find out more information

- [Accessing online](#)
- [Free online resources](#)
- [DMU's libraries](#)
- [Referencing](#)
- [Support and Guidance](#)

See our [contact page](#) for details on how to contact us and to find answers to Frequently Asked Questions

Contact us

Contact us via phone or via our online services (JustAsk or live libchat). Find details at <https://dmu-ac-uk.libanswers.com>.

Resources

Your home institution will provide you with the key resources that you will need for your assignments, such as books, journal articles and other material. However, you will also have access to the physical library at DMU and online books and journals where our licences allow for access.

Accessing online material

Your **single sign-on** username and password allows access to library and university functions, including: DMU student email account; Blackboard VLE (if applicable); computing services; and e-books, e-journals and databases where our licences permit usage. Your username is your university ID card 'P' number. You will initially login with a default password. We recommend for security reasons that you change this password for future access.

Databases and eBook collections that DMU can provide can be accessed from the partner students libguide <https://library.dmu.ac.uk/partnerstudents>.

Physical access

DMU partner students who visit DMU campus will need their University ID card to gain entry to Library facilities, to borrow resources and to use the photocopying, printing and copying services.

The main library at DMU is the Kimberlin Library with over 1,100 study seats (including PC and Mac computing facilities). Refreshments are available from the Library café.

There are currently restrictions on access to our spaces due to COVID-19 and the need for social distancing. Check the library webpages at <https://library.dmu.ac.uk/spd/covid> for the latest information.

Details of opening hours are available on the libraries tab of the partner students library webpage at <https://library.dmu.ac.uk/partnerstudents/libraries>.

Borrowing items from the Library

At DCBS, for borrowing items you will need your library card. Items may be borrowed for the following loan periods:

- **Normal Loan** - Students can borrow books for one week and renew it for one more week. If the book has been reserved by any other student, then the book cannot be renewed. Penalty involved is Rs. 10 per day.
- **Short loan**- Overnight, if the book has a limited number of copies and many students are in queue, it is issued for short term to see all the students can access it. Penalty involved is Rs. 20 per day.

At DMU, Borrowing is permitted within COVID-19 guidelines and currently subject to change. Items may be borrowed for the following loan periods:

- **Normal Loan** – two weeks. Books are automatically renewed for further periods, up to 99 times in total. However, all books are subject to recall, if requested by another user, and must be returned. Fines are charged on overdue recalled items.
- **Short Loan** - overnight loan for books in very high demand. Fines are charged if returned late.

See the libraries tab of the partner students library webpage at <https://library.dmu.ac.uk/partnerstudents/libraries> for more information.

Learning and Academic Skills online guides

DMU provide a number of online guides and tutorials that can help you with academic skills, such as Critical Thinking, Academic Writing, Referencing, Maths and Statistics. These can be accessed from the Support and Guidance tab of our Partner Students Webpage at <https://library.dmu.ac.uk/partnerstudents/support>.

You will also have access to LinkedIn Learning <https://library.dmu.ac.uk/linkedin/accesslinkedinlearning> providing access to online courses and videos business, technology and creative professional skills.

Student feedback on DMU Library and Learning Services (LLS)

DMU LLS welcomes any constructive comments or feedback about the provision of services, facilities and resources. Feedback can be provided online at:

<https://libguides.library.dmu.ac.uk/feedback>.

Library and University Regulations

Use of the library comes with some simple *rules for everyone's benefit*. *Don't forget your ID card, don't share your card or IT credentials with anyone else and please respect designations for quiet and silent study, and food and drink restrictions*. Full library regulations are available at <https://libguides.library.dmu.ac.uk/aboutus/regulations>. Failure to comply with library or university regulations may result in disciplinary action.

Library support for international students

The LLS international webpage provides many useful links to support international students studying in the UK or overseas <https://libguides.library.dmu.ac.uk/internationalstudents>.

Section 15: Harvard Referencing, Good v Bad Academic Practice

15.1 Referencing

You are expected to provide a list of references at the end of your assignment, which shows the full range of sources that you have cited in the text. Always provide full and accurate references at the end of your work and check that references which appear in the text also appear at the end. You may also be required to provide a bibliography that includes the references to sources that you have used in your background reading but not necessarily cited from.

You are expected to read widely during your studies and to use some of this reading to support your ideas and arguments within your assessments. Be clear in your own mind as to why you are referring to another author's ideas, or using a quote, and also make this clear to the reader. It will also be important that you draw from credible and academically reliable sources. Whilst you are actively encouraged to explore resources that are available to you electronically and via the internet, it is also important that you assess the quality of the source accessed and the reliability of the information obtained (e.g. Wikipedia website, may not be seen as a credible source by those marking your assessments).

Referencing can seem complicated at first but, with practice and adherence to the designated referencing style, it is a good habit which can be achieved fairly quickly. There is support to help you to reference effectively.

This programme uses Harvard (Cite Them Right) as the referencing style.

Referencing support

Support and guidance about good academic practice can be found via the following links:

🔗 Referencing support: <https://library.dmu.ac.uk/refguide>.

- Some areas of this site may require you to login with your single sign-on username and password.

🔗 RefWorks Guide: <https://library.dmu.ac.uk/refworksguide>

- RefWorks is a tool that enables you to store your references in one place and to automatically create a reference list or bibliography at the end of your document. RefWorks can be accessed via the internet. We highly recommend you complete the online eLearning tutorial at <https://library.dmu.ac.uk/newref> before you begin.

Bad Academic Practice/Plagiarism

Always be clear to distinguish between when you are writing about your own ideas and when you are drawing from those of other people. Failure to acknowledge the work of others is plagiarism (which is to present somebody else's ideas and written text as your own) and is a disciplinary offence.

15.2 Academic Practice Officer

If you are suspected of committing an academic offence you will be called to a meeting with an academic practice officer (APO). The role of the APO is to advise on how to prevent bad academic practice and academic offences and to deal with serious cases.

You have the right to be accompanied by a member of De Montfort University Students' Union, university staff or your family but not normally a solicitor or barrister acting in a professional capacity. If you prefer, you can make a written statement instead of attending the meeting.

At the meeting, the APO will discuss the alleged offence with you. The APO may also suggest further training or remedial work. If the APO considers you guilty, they will impose an appropriate penalty.

If your offence is a second offence or is otherwise deemed serious it will be referred to a panel.

Academic practice officers: penalties

Penalties that can be imposed by APOs include:

- Setting aside the component or assignment concerned and requiring you to complete it as if for the first time
- Failure of the component. You will be reassessed and the mark capped if appropriate and not disproportionate in effect
- Failure of the component and the module. You will be reassessed in the module.
- APO will, following discussion with a colleague from the Academic Support Office, submit your case to the Academic Offences Panel

For more information visit:

🔗 Bad academic practice and the importance of referencing:

<https://www.dmu.ac.uk/current-students/student-support/exams-deferrals-regulations-policies/student-regulations-and-policies/bad-academic-practice.aspx>

🔗 DMU web pages: <https://www.dmu.ac.uk/current-students/student-support/exams-deferrals-regulations-policies/student-regulations-and-policies/academic-offences.aspx>

🔗 Chapter 4 of the General Regulations and Procedures Affecting

Students: <https://www.dmu.ac.uk/documents/dmu-students/academic-support-office/2019-20-student-regulations/7.-chapter-4-19.20.pdf>

Section 16: Student support and resources

16.1 Careers and employability support

Industry - Interface Cell at DCBS offers workshops and training in the area of soft skills and grooms students be industry ready. The cell also organises industry mentorship and industry visits every year for the students.

The module of ENTE 1203- Academic Development and Professional Practice equips students with the required employability skills. In addition to this the students are offered a number of opportunities of industry and community based internships.

The Careers & Employability team offers online Careers resources in the DMU Skills Hub – <https://dmu.careercentre.me/Members> Students should log on with their normal DMU username and password.

16.2 Education for Sustainable Development/Sustainable Development Goals

De Montfort University is committed to making a big difference to the Sustainable Development agenda, by using the United Nations' 17 Sustainable Development Goals (SDGs) as a focus for our teaching, research and other activities.

That means working to reduce poverty, promoting gender equality, caring for ecosystems, helping create economic prosperity for all, and much more. A major part of the work is embedding sustainability education across the university in taught courses for the benefit of students, staff and our wider community.

Our aim is to put sustainability at the heart of everything that DMU does, inspiring students to 'be the change', both at DMU and in their future careers.

 <https://esdg.our.dmu.ac.uk/>

16.3 Health and Leisure facilities at Daly College Business School

The health of the students and the staff has always been of prime importance for the institute. The institute has the facility of a residential medical officer and a team of nurses that are available 24X7. An ambulance is also available in case of emergencies. Minor ailments are taken care of instantly with a first-aid facility readily available at DCBS itself.

DCBS provides an array of leisure facilities for the students; there are games, sports, and various other activities throughout the year. DCBS has been hosting an inter-collegiate cricket and table tennis tournaments for the past many years. It is a much liked and popular event amongst the leading management colleges of Indore.

16.4 DCBS Alumni

DCBS alumni association provides a platform to connect with the alma-mater of DCBS, Indore, by providing a business network and taking it forward. Currently, Mr Deepak Patel is

the President, and Mrs Poonam Kathpal is the Vice-president of the DCBS Alumni association while Mr Ankit Mittal is the Secretary.

16.5 DCBS Collaborations-

At present DCBS is having collaborations with the following professional body-

1. **Institute of Risk Management-** The IRM is the leading professional body for Enterprise Risk Management. They help build excellence in risk management to improve the way organisations work. They are independent and not-for-profit organisations.
2. **FICCI- FLO-** FLO is the women wing of the **Federation of Indian Chamber of Commerce & Industry (FICCI)**. An all India forum for women, represents over **8000 women entrepreneurs** and professionals.

The objective of the organization is to **encourage and facilitate women** to showcase their talents, skills, experiences and energies across sectors and verticals of the economy, for a truly inclusive **economic growth trajectory**.

3. **IMA Student Chapter-** IMA is a proactive, focused and one of the fastest growing non-profit management associations of India with strong national and international linkages. Established in 1963, it has a direct and indirect membership of over 3500 members including corporate, entrepreneurs, professionals, businessmen, academicians and students.

Student chapter and its activities-

DCBS has established IMA Student Chapter which offers opportunity to all the students be in direct contact with the corporate event and international conclave.

Section 17: Frequently Asked Questions (FAQs)

What should I do if I am ill or absent from university?

If you are unable to attend a workshop/seminar/lecture for any reason (such as illness), you must notify the relevant Module Tutor/Leader, preferably by email and in advance. On your return, it is recommended that you check your module VLE sites and see your module tutors to discuss any work that you have missed

How do I notify the University of any changes in my personal details (e.g. term-time address)?

You need to let the academic staff know of any changes in your personal/contact details during the year.

What should I do if I can't log into myDMU, student email or other University online systems?

There can be two reasons for this problem-

- 1) **Technical Reason:**

If you have any problems accessing your DMU account, please contact IT support: itmsservicedesk@dmu.ac.uk

<https://www.dmu.ac.uk/about-dmu/professional-services/information-technology-and-media-services/service-desk.aspx>

2) Financial Reason:

At the start of the year, you will be intimated by the university about the invoice of DMU Registration fee and the deadline through an email on your outlook mailbox. You are strictly advised to pay the fee timely. If you fail to do so, your blackboard can be disabled, and even you may be deregistered from the University. In such a case, you need to write to Accounts Incharge with a copy to the Dean. Please refer to their email ids, section 5 of this handbook. Also, unless, that you pay the DCBS tuition fee for the year of study you will not be allowed to attend any academic classes.

What should I do if I need advice about personal issues?

Your first port of call if you are experiencing personal issues that are having an impact on your studies is your Personal Tutor. However, your Personal Tutor is not a trained counsellor, and they may point you in the direction of more specific support.

What should I do if I want to change programmes?

Should you wish to change your programme then you should discuss the matter with the Programme Leader(s), who will advise you of the possibilities.

You cannot change on to any new subject/programme without the appropriate written permission. All changes to subject/programme must be made as soon as possible after the start of the year of study, and within the first two weeks of the commencement of the year of study

What should I do if I am thinking of interrupting my studies?

If you are prevented from continuing your studies for ill-health or some other legitimate cause, you must apply for your studies to be interrupted. You will be expected to provide a written, or word-processed, explanation of the circumstances, accompanied by professional third party evidence to support your request; interruption of studies will not be considered without third party evidence to support it. Interruption requests must be received before the final submission deadline for work on your programme.

What should I do if I am thinking of withdrawing from my studies?

Sometimes students decide that they wish to withdraw from their studies – that is, leave their programme at the University completely. If you are considering withdrawing or transferring, please see your Programme Leader to discuss the matter. If you do decide to withdraw, you must inform the University in writing. You will be asked to state your last day of attendance; this date will be confirmed with your Programme/Module Leader. You should also seek advice on the financial implications of withdrawal from study.

It is most important that you do not leave without telling us and that you inform us of your last date of attendance. If you do leave without officially telling us, then your last day of

attendance will be the end of the academic year and you will therefore be liable for the full University fees for the whole academic year.

What should students do if they lose their student ID card or forget their single sign on login and/or password?

You should contact Mr. Nitin Badade, in the administrative office, for the student's ID card. However, for single sign or login/ password related issue should be contacted to Mrs. Pragati Sanghai, Academic Support Officer at DCBS. Please refer to their email ids, section 5 of this handbook.

What students should do if they need advice regarding academic progress?

In such a case you should talk to your allotted personal tutor at DCBS.

Appendix – List of Principal Abbreviations

Abbreviation	Meaning
DMU	De Montfort University
NSS	National Student Survey. In your final year of study, you will be asked to fill in a questionnaire for the NSS, which is a UK-wide exercise, designed to discover what students really think about their degree and their university. It is a blunt tool, and has a number of shortcomings, but it is still highly important. We value your honest feedback on the NSS, and urge you to fill it in as completely as possible.
SVC	Student Voice Committee; a committee attended by Course Representatives (also known as ‘student reps’) from each year of study. Before each meeting, the Course Representatives ask students for comments, feedback, suggestions or praise on any aspect of the programme. These comments are then discussed at the Student Voice meetings.
VLE	Virtual Learning Environment. The VLE we use at DMU is called “Blackboard”. You will have access to Blackboard through your myDMU pages. On Blackboard, you will find dedicated sites for each of your modules, where you can access lecture notes, handbooks, reading lists and other learning materials. Blackboard is also where we make important announcements, so it is important that you access it regularly.