Richmond American University London

SPRING 2027

COURSE CODE	COURSE TITLE	COURSE DESCRIPTION	CREDITS
ACCT 4101	**Managerial Accounting**	This Managerial Accounting course is designed to develop knowledge and understanding of key management accounting techniques that support effective planning, controlling, and monitoring performance in various business contexts. It provides financial and non-financial information to aid management decision-making, covering cost classification, budgeting, variance analysis, and performance measurement. By the end of the course, students will be equipped to use management accounting tools to support strategic objectives and enhance organisational performance.	4
ACCT 5102	**Financial Decision Making**	The course introduces the role and purpose of financial management within a business organisation. The Financial Decision Making course highlights the importance of the three fundamental financial management decisions: financing, dividend policy and investment. It explores the economic environment within which these financial management decisions are made. The course covers working capital management and the appraisal of long-term investments in detail. The course examines the various funding options for business organisations. Funding decisions include internal and external funding sources. The course considers the cost of capital and the type of capital selected for a business organisation. The principles underlying the valuation of a business and financial assets are also covered. The course then examines risk and the main techniques employed in managing such risk.	4

ACCT 6102	**Financial Reporting**	The aim of the course is to provide students with an understanding of the principles and concepts underlying financial reporting, and the ability to apply these principles to the preparation and analysis of financial statements.	4
ADPR 4101	**Introduction to Advertising and PR**	This course explores fundamental concepts, principles and tools in advertising and public relations, specifically in relation to the broader media industries and the professional contexts of both disciplines. It traces the history and evolution of advertising and public relations and how they interconnect, as well as investigating the political, economic, social and cultural contexts that they operate within. In examining advertising and PR in practice, it identifies key persuasive and creative aspects and techniques used in these fields, along with the planning and skills used to produce them. It also addresses advertising and PR practices in relation to contemporary issues and developments, including criticisms of the industries' role and a range of ethical debates.	4
ADPR 5102	**Persuasive Communication in Advertising and PR**	This course examines the principles and the practical application of persuasive communication techniques within the contexts of advertising and public relations. Students will engage with key concepts used to understand the influence of public perception and behaviour, while gaining hands-on experience in crafting and evaluating persuasive messages using creativity and strategic communication. Students will analyse real world examples of effective marketing and business communications, while their coursework will reflect contemporary standards in these practices. With a focus on developing professional skills, students will have a variety of exercises where they will try their hand at writing PR materials and advertising copy.	4
ARTS 3101	**Foundations of Visual Thinking**	This course concentrates on developing the student's visual intelligence via photography. Technically, students will learn to use digital SLR cameras and the basic workflow using Adobe CC. By looking at the work of a range of artists, students will be introduced to some of the theories that underpin photographic practice and consider photography's place and role in contemporary culture. Throughout the course students make images which finally result in an edited portfolio of photographic images.	4

ARTS 5101	**Looking at Museums: Memory and Display**	This course is designed for students with an interest in art, visual culture, and careers in museums, heritage and cultural industries. Lessons will explore the nature of museums and galleries as well as their past and present purpose, role and function in society as meaning-making enterprises. In-class lectures will be paired with regular visits to the rich intercultural collections of local museums, galleries and heritage sites. These off-site trips are designed to offer students a unique opportunity to more directly engage with the meaning of objects and displays, while at the same time learn about a wide range of museum practices revolving around curatorship, education, conservation, management and design. Students will also meet curators, education officers, gallerists and other professionals, thus gaining a solid grounding for specific careers and professional figures in the museum and cultural sector.	4
ARTS 5103	**Studio Photography**	This course explores the technical and contextual possibilities of the photographic studio, an environment and set of tools that are as valid to contemporary photographers as they have been historically. During the course students will gain technical experience of using the studio for creating photographic images, including introductions to cameras, lighting andbackdrops, and working with models and objects alongside introductions to industry-standard imaging software. The course will also introduce the historical and contemporary contexts for the studio as a site of image creation, from the early experiments with the medium, to contemporary fine art, fashion and advertising photography.	4
BUSM 3101	**Foundations of Business**	This module introduces students to the exciting world of business. It explores what businesses are, why they exist, and how they work. Students learn about different types of businesses, from small local shops to huge global companies. The course also looks at the people involved in businesses, what they do, and the challenges they face. This module students gives students a solid foundation for further study in business and management.	4
BUSM 4101	**Introduction to Business Management and Marketing**	This module provides a foundational understanding of how businesses operate and effectively reach their target markets. Students will explore core management principles and marketing strategies, gaining insights into how organizations create value and build profitable customer relationships.	4

BUSM 5101	**Global Responsible Business**	The course provides students with a broad understanding of the concept and practical effects of responsible business within a global dimension. The concept of business purpose linked with the stakeholders informs the triple dimension of this course that revolves around governance, social and environmental responsibility related to the strategy and functioning of businesses. A holistic view of businesses is based on the all-encompassing concept of corporate sustainability. Corporate successes and failures illustrate choices made by businesses to inform future actions. The course places a particular emphasis on future developments at the global level that inform business sustainability including its reporting. This course embeds UN SDGs 12 and 17 by understanding how SDG language is incorporated in the sustainability reporting of corporates particularly regarding responsible production and consumption (SDG 12) and how partnerships are established with the effect of cooperating on relevant sustainability areas (SDG 17).	4
BUSM 5102	**Global Supply Chain and Distribution**	Using case studies from such as fashion, food and FMCG this course provides a comprehensive understanding of global supply chain management and distribution strategies. The course has a focus on the integration of operations management principles. Students will explore the complexities and challenges of managing supply chains across international borders, including sourcing, procurement, logistics, and distribution. The course emphasizes the impact of globalization, technology, sustainability, and operational efficiency on supply chain performance.	4
BUSM 5103	**International Trade and Investment**	This course provides a comprehensive and practical understanding of businesses international operation through trade, licensing, and investment. It explores the framework and practices that underpin the global movement of goods, services, and capital. The module adopts a business-focused approach, examining how firms operate in the international environment, and make strategic decisions regarding trade, international expansion, investment, and financing whilst managing the associated risks and opportunities.	4
BUSM 5104	**Legal & Ethical Aspects in Business**	This course concentrates on the legal framework within which businesses take place with legal liability as a core concept. Topics include business set-up from a legal perspective and conflict resolution. Further development of the concept of legal liability revolves around contractual, tort, and criminal liabilities. Corporate law is covered with the understanding of directors and shareholders as members of companies together with company resolution. Recent developments in technology law are incorporated such as data protection and digital law. A sustainability approach is added as corporates are enhancing their governance and financial reporting regarding the triple bottom line including social corporate responsibility and environmental reporting. This course embeds the UN SDGs 3, 5 and 16. This course places an	4

		emphasis on the impact that corporations have on their stakeholders, particularly consumers and employees (SDG 3) together with relevant employment regulations (SDG 5) and the ensuing transparency which is expected from businesses by the different stakeholders.	
BUSM 5105	**Organisational Behaviour and Ethics**	This course explores the nature of organisations, the influence of human behaviour on organisational performance and social impact, and ethical dilemmas organisations face. The course covers organisational behaviour at a macro- (issues relating to the environment and context within which organisations operate) and micro-level (influences of people as individuals and groups, their motivations and operating styles), reflects on various ethical principles and concepts of leadership, and encourages the students to critically evaluate current organisational practices.	4
BUSM 5301	**Research Methods and Skills for Business and Enterprise**	This course provides an overview of how research in business, economics, finance and marketing can be conducted. Topics covered include research philosophies, critical literature review, research design and quantitative and qualitative data collection and analysis. This course equips students with research skills and prepares them for their Senior Projects.	4
BUSM 6101	**Managing the International Business Environment**	This course provides a managerial perspective into the structure and operations of multinational corporations (MNCs) in the global business environment. It focuses on the economic, sociocultural, technological, political, legal, financial, and ecological environment in which international business takes place within which strategic and functional issues are studied from the MNC's perspective. Special attention is paid to the MNC as a responsible global business. This course embeds the UN SDGs 13 and 16 by placing emphasis on climate regulations (SDG 13) and developments internationally and dwelling on transparency rankings internationally (SDG 16).	4

BUSM 6102	**Project Management Skills and Methodologies**	This module provides a comprehensive overview of programme management principles, processes, and techniques. Students will develop the knowledge and skills necessary to effectively manage complex programmes within a variety of organizational contexts. Contemporary project management methods will be explored. The module emphasizes the strategic alignment of programmes with organizational objectives and the importance of stakeholder engagement, risk management, and benefits realization. Furthermore, it explores a range of programme management methodologies, equipping students with the ability to select and apply the most appropriate approach for diverse project scenarios.	4
BUSM 6103	**Sustainable Strategic Management**	Building on long established models of strategic management the course focuses on strategic analysis, planning and implementation in the light of current interest in sustainability and ESG values. Early lectures outline the basic strategic analysis models and case study analyses relate to both the firm's internal operations and the environment in which it operates. The course culminates in embedding the principles of ESG and the triple bottom line into future strategic planning.	4
COMM 4101	**Intro to Communications and Media**	The course provides a comprehensive introduction to the evolution of mass media and communication in a constantly changing global landscape. Starting by looking at how this has evolved from physical forms such as print and broadcast to digital forms such as different iterations of the internet, social media and the use of AI. This will incorporate both production and consumption of media within industries such as advertising, public relations, journalism, television, film, music and gaming. Important contemporary issues will be addressed alongside recent events and tools and theories to understand these issues will be applied in order to develop student's media literacy. This will also be applied to complex topics that circumvent the media and communication world such as media ownership.	4
COMM 4102	**Introduction to Content Creation**	This practical course introduces students to key aspects of contemporary media production through the creation of their own podcasts, short film and photographic essay. It focuses on the key skills of photography, audio and visual recording and editing using industry standard hardware and software. Students will learn and develop practical skills offering the opportunity to demonstrate creativity across a range of visual and sonic mediums. They will also be introduced to the history of visual and sonic media (alongside contemporary examples of professional work) and learn key strategies (such as media skills audits) to identify and plan practical work.	4

COMM 4103	**Introduction to Intercultural Communication**	Reflecting strongly the University's mission of unity in diversity, this course provides theoretical and practical understanding of the role communication plays within and between cultures to build cohesion and/or create division. It provides students with a strong sense of their own complex cultural identities before moving on to teach them the theories underlying the study of International Communication. There will be opportunities for practice.	4
COMM 5102	**Media Power**	This course offers a critical exploration of the complex and multifaceted relationship between media and power. By examining historical and contemporary issues, the course explores the media as a tool for propaganda, control, and influence by various entities, including governments, corporations, and social movements. Through an analysis of media structures, we investigate the impact of ownership and corporate control on the diversity of content, representation, and the democratic process. Engaging with the key theories of media power and hegemony, students learn how media contributes to the maintenance of dominant ideologies and the marginalization of alternative viewpoints, and also how it drives consumer culture, influences consumption patterns, and shapes individual and collective identities. On the flipside, the course also emphasizes the role of media activism and participation politics, examining how grassroots movements and alternative media challenge dominant narratives and create spaces for marginalized voices.	4
COMP 3101	**Foundations of Computing**	The Foundations of Computing course offers an introduction to the core principles and concepts of computing such as computer systems, algorithms, data representation, and basic programming. Throughout the course, students will develop both theoretical knowledge and practical skills that are critical for further study for careers in computing and related fields, exploring how computers process and store information. Additionally, learners will gain hands-on experience in designing simple algorithms and writing programs using programming languages such as Python. Key ethical and societal issues surrounding the use of computing technology will also be examined, encouraging students to think critically about topics such as data privacy, security, and the impact of artificial intelligence.	4

COMP 4101	**Introduction to Programming**	This course introduces students to the Introductory concepts of computer networks. It covers wired, wireless, and internet networking technologies, and provides an understanding of how devices communicate within a network. The course will cover key networking models such as the OSI and TCP/IP models, IP addressing, and basic routing. Labs and exercises will help students apply theoretical knowledge to design network solutions and tackle real-world network challenges. By the end of the course, students will be able to design network solutions that meet specific requirements for efficiency, scalability, and security in real-world networking scenarios.	4
COMP 4103	**System Architecture**	This course provides students with an understanding of key structures and mechanisms of operating systems: Linux, UNIX, Android and Windows for corporate, personal and mobile systems. The course focusses on both the design issues and fundamental principles.	4
COMP 5101	**AI for Games**	This course introduces students to fundamental AI techniques and their applications in game development. Students will learn to design and implement simple AI-driven behaviours to control non-player characters (NPCs) and create dynamic interactions in 2D game environments. Building upon earlier programming skills, this course offers practical insights into integrating AI logic into games, emphasizing interactivity and engaging gameplay.	4
COMP 5103	**Ethical and Sustainable Computing**	This course explores ethics and sustainability in the context of computing technologies giving an overview of ethical theories, sustainable practices and their application to computer science. Students use the ACM and IEEE codes of conduct frameworks to explore in detail ethical issues in data collection, surveillance, bias and fairness in AI algorithms, as well as the BCS codes of ethics for computing professionals, whistleblowing and ethical responsibilities in the workplace, ethical decision-making, frameworks for IT professionals. Case studies are used across various contexts relating UN SDGs to computer architectures, networks, data storage systems and how they could be improved to be more ethical and sustainable.	4
COMP 5104	**Human Computer Interaction**	This course introduces key concepts, methods, and tools used in Human-Computer Interaction (HCI). Students will explore the design, evaluation, and implementation of user interfaces, focusing on how to create systems that are efficient, usable, and enjoyable for a diverse range of users. By the end of the course, students will have practical experience in user research, UI interface design, prototyping, designing for responsive and adaptive interfaces and usability testing ready for implementation by a programmer.	4

COMP 5301	**Research Methods**	Introduces students to key Data Science research methodologies and research practices. Students will learn skills, including using data science for computing, science and applied mathematics, that translate directly into a board range of careers. This course also prepares students for their Senior Project by undertaking data science gathering, analysis and visualisation. Students are prepared to plan their Senior projects using suitable methodologies such as systems analysis and design and agile approaches. Students will also carry out an introduction to range of humanities methods (including textual analysis, interviews, surveys, focus groups, and ethnography) and students are introduced to widely used and newer modes of and approaches to research, including creative methods and participatory/reflexive approaches.	4
COMP 6101	**Advanced Secure Programming**	This module delves into the advanced principles of secure programming, focusing on identifying and addressing programming errors that lead to system vulnerabilities. Students will explore various secure coding techniques and best practices across several programming languages (e.g., C, C++, python). The course emphasizes balancing security with performance, usability, and other software quality attributes, enabling students to create robust, secure code. Key topics include string security, dynamic memory management, concurrency, and file I/O security, along with mitigation strategies for common vulnerabilities such as buffer overflows and race conditions.	4
CRIM 4102	**Crime, Deviance and Society**	This course immerses students in the study of deviant and criminal behaviour, exploring the historical context, theories, and challenges surrounding the concept of 'deviance'. It invites students to engage with debates on how crime and deviance are socially constructed, examining how public perceptions have evolved over time. The curriculum then shifts focus to the impact of social structures, highlighting issues of social exclusion and problematic forms of inclusion. Finally, students analyse historical behaviours once labelled as 'deviant' that may no longer be considered criminal, offering insight into the fluid nature of societal norms.	4

CRIM 5101	**Criminology and the Media**	This course is designed to enable students understand the interaction between the discipline of criminology (and its focus on criminality and criminal justice) and the changing media landscape. The course primarily engages with the mass media, particularly television and newspapers with their reporting on crime and criminal justice, and the rise of social media, and the impact of these on both the theory and practice of criminology (for example the role of the media in causing moral panic, trial by media, and accusations of criminogenic fallout from these). Finally, students can engage with representations of crime and criminology in popular culture, from 'penny dreadfuls' to 'true crime' television, and in crime and forensic criminology dramas (e.g. CSI, Mind Hunters & Law and Order).	4
CRIM 6101	**Counter-Extremism and Counter-Terrorism**	This course explores some of the main national and international efforts to counter terrorism, extremism and transnational crime. We examine types of terrorism and extremism and the theories and strategies underpinning state responses. We explore the phenomenon of transnational organised crime and consider where it intersects with terrorism and extremism. We discuss these phenomena from the perspectives of victims and perpetrators, processes of violent radicalisation, typologies of terror, and the strengths and weaknesses of strategies to counter and/or limit terrorism and extremism, including de-radicalisation. We also consider the capacity of institutions and international cooperations to thwart and restrict transnational crime, and explore the intersections between trafficking, terrorism and the commission of atrocities.	4
DATA 4301	**Data Literacy**	This course Introduces the concept of data analytic cycles and their role in data analysis. Users will learn why data is important and explore how data is quantified to understand trends and patterns of data structure. They will understand types of data and include relevant statistical metrics and parameters used to describe data patterns and help to explain societal patterns and measure behaviour. Students will use primary tools for analysing exploring data analysis, learn about and the statistical processes underpinning this analysis, this will encourage wide-ranging debates about the ethical, sustainability and social implications of data analysis.	4

DATA 5102	**Data Analysis and Visualisation**	This course aims to equip students with a comprehensive understanding of fundamental concepts in data analysis and visualization with an exploration of big data. The primary focus will be on utilizing Tableau as a powerful tool for data visualization while also introducing students to Python and R for data processing and analysis. Through hands-on practice and theoretical learning, students will develop the skills necessary to analyse and visualize data effectively. Additionally, the module will delve into the complexities of big data, providing insights into its management, processing, and the challenges associated with its analysis. By the end of this module, students will have a strong understanding of using Tableau for visual representation and gain introductory knowledge of Python's and R capabilities in handling and analysing data based on descriptive, diagnostic, predictive and prescriptive analytics, which will enable learners to create meaningful insights from diverse datasets.	4
ECON 4101	**Introduction to Economics and Finance**	This module provides students with an introduction to various economic and financial concepts, demonstrating how these can be applied to better comprehend the world around them. It enhances students' understanding of the external factors that influence businesses, as well as financial aspects that are significant within a business context. It starts with an understanding of economic thought and development, and it expands on modern economic and financial issues the firms face. It is a solid foundation course for the basic ideas and applications of economics and finance.	4

ECON 5101	**Managerial Economics**	Managerial Economics explores the behaviour of firms and their competitive dynamics within various industry environments. It examines how firms operate under different market structures—such as competition, oligopoly, and monopoly—and evaluates their use of both price and non-price strategies. The module also investigates the impact of market structure and strategic firm decisions on performance, efficiency, and social welfare, using neoclassical competition theories as well as critiques, including dynamic and evolutionary perspectives. In addition, this module covers policies aimed at promoting competition and regulating firm behaviour, such as merger policies, anti-collusion measures, patents, Intellectual Property Rights (IPR), mixed oligopolies, and public ownership using game theory.	4
ECON 6102	**Public Economics**	This is a course in theoretical and applied public economics using microeconomic theory. The course addresses the theoretical analysis of market failure, public finance, taxation and expenditure systems in modern economies and discusses philosophical issues of economic welfare. Inequality, social mobility, and welfare frameworks are part of this course.	4
ENTR 4101	**Introduction to Entrepreneurship**	This module is designed to provide students with a foundational understanding of the entrepreneur as an 'agent of change' within business and society. Students will develop knowledge around the role of entrepreneurs, the history of entrepreneurship, and the personal dynamics that lead people to embark upon an entrepreneurial journey. Students will be introduced to key entrepreneurial processes such as idea generation, idea evaluation, and idea execution. They will then explore different types of entrepreneurships, such as: apprenticeship, innovative entrepreneurship, corporate entrepreneurship, franchisee entrepreneurship, and social entrepreneurship. The course will conclude by looking at the role of entrepreneurial ecosystems. This module will emphasise active learning involving case studies, simulations, and practical exercises. At the end of the course, students will be better placed to decipher whether they themselves wish to embark on an entrepreneurial path.	4

ENTR 5102	**New Venture Finance and Growth**	This course is designed to provide students with a more detailed understanding of what lies behind the establishment of a successful start-up venture. In the first part of the course, students will study the fundamentals that differentiate an idea from a subsequent business opportunity, namely the need for it to be desirable, feasible, and viable. Students will then further learn how to formally evaluate the potential of an idea using a feasibility assessment. The course will then progress by looking at the range of aspects that are then fundamental to the establishment and growth of a start-up enterprise, focussing variously on entrepreneurial financing, legal and IP protection, the establishment of entrepreneurial teams, and different modes of expansion and growth. This course will emphasise active learning involving case studies, simulations, and practical exercises. At the end of the course, students will be better positioned to understand how to effectively execute an entrepreneurial venture.	4
ENTR 6101	**Business Creativity**	This course develops the practical and creative skills of envisioning and identifying business opportunities. The course explores a range of approaches that support business ideation, from behavioural habits like questioning and noticing to cognitive techniques like systematic search, conceptual combination, analogical reasoning, and user perspective taking. Through this course, students will develop an awareness of the importance of innovation and creativity at the fuzzy front end of business processes. They will understand how business opportunities emerge at the confluence of contingency, prior knowledge, and individual cognitive processes. They will further understand the background importance of personal emotions and affect, alongside the external enablers (circumstances) of the time, to the wider ideation process. Across its content, this course will emphasize active learning involving case studies, simulations, and practical ideation exercises. At the end of the course, students will be better placed to undertake both product innovation and entrepreneurial idea generation.	4
ENVR 4102	**Ecology and Conservation**	This course provides an examination of the principles of ecology and their application to conservation. Students will explore the complex relationships between organisms and their environments, including population dynamics, species interactions, ecosystems, biodiversity, and natural/anthropogenic causes of species' decline and extinction. The course covers key topics such as habitat destruction, climate change, invasive species, and conservation strategies at local, regional, and global scales. Special emphasis is placed on understanding and addressing the threats to biodiversity and developing practical solutions for conservation. Through case studies students will gain the skills necessary to critically evaluate conservation challenges and design effective conservation strategies.	4

ENVR 4103	**Introduction to Environmental Science**	This course covers environmental science topics such as global warming/climate change, ozone depletion, acid rain, pollution, population issues, energy issues, land and water issues, and an introduction to environmental ethics. All topics are addressed from scientific, economic, politico-sociological and ethical standpoints. An awareness and appreciation of global, local, and personal environmental problems are developed, together with the implications of possible solutions. The concept of interrelatedness is a unifying theme throughout the course. Students are encouraged to become aware of/develop an understanding of their own environmental identity.	4
FASH 4101	**The Business of Fashion**	This module provides a solid foundation in the basics of the global and fast-paced fashion industry. It provides an overview of the industry and the potential career paths in fashion, retail and associated industries. It introduces the fundamental tools to understanding fashion such as marketing theory, analysis of fashion customers and their needs, branding, the marketing mix and the importance of market research and trend analysis. The module also explores the implications of ethical and sustainable practices in the fashion industry.	4
FASH 5101	**Fashion Marketing and Retail**	This course provides a comprehensive exploration of the dynamic fashion industry, focusing on key marketing strategies, consumer behaviour and retail marketing. With a particular emphasis on sustainable fashion, students will learn how to develop brand identities, execute fashion marketing campaigns and analyse emerging trends. The course includes practical elements, such as visits to leading fashion brands and exhibitions in London. Students will also gain theoretical knowledge and practical understanding of retail operations, including fashion buying, merchandising and retail futures. Ideal for those aspiring to careers in fashion marketing, brand management, buying, merchandising or retail leadership.	4

FASH 6102	**Fashion and Luxury Brand Management**	This course provides a comprehensive understanding of the principles and practices involved in creating and managing successful fashion and luxury brands in a dynamic global marketplace. It covers the unique characteristics of the fashion and luxury sectors, including brand positioning, consumer behaviour, marketing strategies, and the challenges and opportunities presented by a global marketplace. It also explores the environmental and social impact of fashion and brands, the rise of sustainable luxury, the potential of new technological innovations and emerging business models. Students will explore case studies of successful brands and learn how to develop and implement effective brand management strategies gaining skills and knowledge for a career in fashion and luxury.	4
FILM 5101	**Video Production**	A 'hands-on' video course involving most aspects of production from camera work and sound recording to editing, audio design and working within a studio environment. The course develops students' skills in both the theory and practice of video production through a series of group exercises and out of class individual assignments. During the class students will be encouraged to consider the contexts of their videos through responding to an open brief for one of the assignments. There will be multiple screenings of recent and historical videos as a means of understanding the language of the medium.	4
FILM 5102	**Genre Studies and the Film Industry**	This course investigates the development of genre films over a historical period. Students examine issues critical to genre studies, which can include iconography, key themes, authorship, and stardom. Specifically, through a study of film criticism and theory, students examine distinct genres from the 1920s to the present. The course also explores the idea that genre films necessarily retain basic similarities to reflect cultural concerns and to keep audience interest. In addition, the course provides an opportunity for students to examine and compare the perspectives of the Hollywood industry and non-Hollywood genre films.	4

FILM 6102	**From Script to Screen**	From Script to Screen will explore the creative and practical aspects of script writing and advanced video production. The course is intended for students who have experience of video production and want to expand their knowledge and skills. Students will create and produce a video, starting from the inception of the idea through to the realization of a finished film to be screened at the end of the course. Focusing on the journey from having an idea for a film through to writing a high spec script, students will learn how drama is represented in the written form, analyze and explore scripts from existing films or other forms of drama, and learn more about the film and TV industry and the place of screenwriting in it. In doing so, students have the opportunity to try the different 'parts' of filmmaking, from the creative and theoretical – writing, story boarding, workshopping, casting and directing, to the technical – camera operation, sound recording and video editing.	4
FINC 6102	**FinTech**	This module explores the dynamic landscape of financial technology (Fintech), examining how technological innovations are transforming the financial services industry. Students will develop a critical understanding of key Fintech trends, their applications, and their impact on traditional financial institutions, markets, and consumers. The module will cover a range of topics, from mobile payments and blockchain technology to artificial intelligence and regulatory challenges. Through real-world case studies and interactive discussions, students will gain insights into the opportunities and challenges presented by this rapidly evolving field.	4
FINC 6103	**International Finance**	Taking a global perspective, the course focuses the basics of multinational financial management from an international finance perspective. An understanding of multinational finance begins with a mastery of the principles of exchange rates—how they are determined, how they affect the prices of goods and services, and their relationship to interest rates. The course also covers foreign exchange markets, multinational accounting, foreign exchange risk, strategies and tools for managing exchange rate exposure, import and export finance, and multinational financial management.	4

HIST 3101	**London Cultures**	This survey of London's history from the 17th century to the present foregrounds social and cultural history to help students engage with the metropolis as a catalyst for creativity, highlighting its evolving communities and global interconnectedness. Focusing on the lived experience of Londoners, students will examine how they shaped their city and forged new forms of expression related to identities of gender, race, social class and sexuality. Key areas of focus may include popular entertainment, from street theatre and public executions to the West End; Londoners' responses to plague, fire and war; the formation of cultural institutions and social movements, as well as popular protests and changing social attitudes. Through personal testimonies and cultural products, such as literature, film, fashion, art, architecture, music and material culture, students will explore how we can understand both contemporary and historical London cultures.	4
HIST 4102	**The Global Cold War**	This course introduces students to the major events and themes of the Cold War, demonstrating how it shaped the modern world system. In addition to providing students with a foundational understanding of the major themes and events of the Cold War, this course explores the interpretive controversies surrounding them. Students are encouraged to engage with the changing historiography of the multifaceted, multi-polar Cold War from a variety of challenging perspectives, with particular emphasis given to its global context. Students will examine the period in the light of changing historiographical interpretations and with reference to its economic, cultural, ideological, military, political and social dimensions.	4
HIST 5101	**History of London**	This course surveys the history of London from its Roman origins to the modern metropolis of today. Through a combination of thematic lectures and corresponding field excursions, students will examine the social, political and demographic developments that have shaped London over two millennia. In reading historical texts and visiting significant sites, students will analyse how London's past informs the present urban landscape of this great global city. Note: Most visits require travel.	4

HIST 5103	**Visualising Enlightenment**	This course considers the European Enlightenment through the cultural, visual and material transformations of the period. It enables students to reflect on how transformations in art, design and architecture were contemporaneous with changing conceptions of the public sphere, of the global as a space, of class, gender and race. The era saw a revolution in new consumer goods, critical debates about taste, and the corrupting influence of luxury. Students will engage with key works by Diderot, Mandeville, Rousseau, Shaftesbury, Voltaire and Wollstonecraft. Further, the course addresses engagements between Europe and the wider world. The course is designed to be interactive, with class visits to London museums and galleries and relevant exhibitions. It is international in focus, whilst taking advantage of London as a location.	4
HIST 6101	**Cultures of Empire**	This course examines the causes and consequences of empires from a broad range of comparative and international perspectives, including the economic, political, social, and (by way of postcolonial theory) the cultural. It investigates why empires are significant, who are the empire-makers, how and why empires rise and fall, whether they are good or bad, how they are defined, and how they can be resisted. Where possible the course will make use of some of the excellent museums and collections within London.	4
HIST/FASH 5601	**Threads of Time: London and the History of Fashion**	This course offers a global exploration of the history of Western fashion, with a special focus on the development of different British identities from luxury in royal style to radical, innovative fashion. Starting with fashion of the ruling elites in the Renaissance, the course also explores the growth of an influential fashion industry in London, from high-end locations in the City and the tailoring houses of Savile Row, to the youth fashions of the 'swinging 1960s' in Carnaby Street and Kensington. The importance of London's reputation for men's tailoring in the 19th century is considered, along with how this became part of an enduring identity for British style. Developments in luxury and affordable fashion will be considered with a focus on iconic brands like BIBA and avant-garde designers such as Vivienne Westwood, Alexander McQueen and Stella McCartney. Students will examine the evolution of fashion through global and local changes in politics, society, culture, and trends plus how fashion reflects, and shapes, societal values across different eras.	4
INTR 5101	**International Law and Human Rights**	This course enables students to investigate the international politics of law-making, compliance, and enforcement in various issue areas, and to consider how fragmentation and self-regulation impact upon the effectiveness of international law. The course highlights the intersection of human rights with modern challenges such as public health, national security, and environmental issues. Through critical analysis, students will evaluate the power and	4

		limitations of international law systems in protecting human rights and explore potential reforms for enhancing their effectiveness.	
INTR 5102	**Conflict and Post Conflict Studies**	This course provides an overview of theories, approaches, and frameworks for understanding international and sub-national conflict as well as post-conflict societies. In doing so this course also discusses the role of different forms of violence, identity, and material factors in the outbreak and perpetuation of conflict taking into account state and human security, gender-sensitive, and post-colonial concerns throughout. The course then moves on to focus on conflict resolution, including the examination of peace agreements, different types of external interventions, military and non-military, while developing an analytical criterion of success in peace building which is applied to contemporary cases through the course. Finally, the course considers transitional justice and the particular issues that arise in post-conflict societies including those involving trauma, memory, and forgiveness. Case studies of civil and international conflicts, and of related conflict resolution strategies are used throughout.	4
LANG 3100	**Fundamentals of English for Academic Writing and Oracy**	This course is designed to enable students to communicate effectively at university level. Students will be provided with input from a range of texts and audio from cross-cultural materials and practice fundamental research and writing and oracy skills. Students will become more familiar with the academic environment and its conventions through spoken and written production. With exposure to a range of academic texts, talks and digital skills, students will appreciate the role of academic integrity. The course gives students the opportunity to think, listen, talk and write with confidence and clarity, which will help them succeed in other courses.	4
LANG 4101	**Korean Language and Culture 1**	This is an introductory course to Korean language and culture with an emphasis on oral communication in everyday situations and contemporary South Korean culture and society. This course introduces fundamental communication skills including the Korean alphabet and character construction, pronunciation, vocabulary, and essential speech patterns. It also explores contemporary South Korean popular culture with the aim to develop a keen awareness and broad understanding of how the Korean culture relates to the language.	4
LANG 5101	**Korean Business Language and Culture**	This course is designed as a continuation of Korean Language and Culture 1, to advance students' Korean language skills to the A2 level as defined by the CEFR. It delves deeper into the complexities of Korean language. Furthering the use of accurate language abilities, it enhances conversational and grammatical skills for practical communication. The course also offers insights into South Korea's business environment, including the structure of Korean industries, the role of chaebols, and emerging sectors such as digital technology and entertainment. This course aims to improve language skills while providing a more detailed understanding of Korean business culture.	4

LIBA 3101	**Tools for Change**	In this course, students will be introduced to a range of foundational skills to aid in their progression and success at the University and allow them to begin the process of becoming collaborative and independent learners. These skills will be introduced through investigations of social and/or environmental issues in the local area, using group work and report writing. Students will be introduced to, and use, a range of digital platforms as aids to effective communication through professional academic oral presentations and written reports using secondary sources. In addition, students will be presented with reflective writing tools through a personal development portfolio that can aid in self-improvement, particularly in an academic setting.	4
LIBA 3102	**Foundations of Research and Writing**	This course concentrates on developing the students' ability to read and think critically, and to read, understand and analyse texts from a range of genres. How do you successfully negotiate a path through a sea of information and then write it up? Using essential information literacy skills to help with guided research, this course develops the ability to produce effective and appropriate academic writing across the curriculum.	4
LIBA 4301	**Academic Research and Writing**	This course is designed to develop students' critical research and writing skills to be effective in the academic and professional world. I t focuses on principles of good scholarship and academic practice that will be required throughout university study and in a future professional work environment. These skills are enhanced throughout the course. Upon completion of this course, successful students will become confident in using available resources to produce well-researched writing that demonstrates critical engagement with a self-selected research topic.	4
LIBA 5101	**Service Learning: Global Citizenship and Migration**	This course helps students make a real difference in the world. Service Learning as experiential learning combines community service with academic study. This course will apply service-learning to the theoretical, political and sociological conceptions of citizenship and their limitations. Students will work on live projects and challenges to address real-world issues and critically reflect on their role as agents in communities and as legal and social citizens. Skills will be gained from working on a project with charities, NGOs, or non-profit organisations on citizenship concepts which will enable the student to critically reflect through service-learning. This course builds professional, entrepreneurial and personal skills to engage with a variety of stakeholders. This course is underpinned by JEDI approaches to justice, equality, diversity and inclusion across the global community.	4
LIBA 5102	**Service Learning: Leadership in a Globalised World**	This course helps students make a real difference in the world. Service learning as experiential learning combines community service with academic study. This course will apply service learning to global challenges and how to be a leader that creates positive change. Students will work on live projects and challenges to address real-world issues. Students will learn how to lead and work with diverse teams to make a positive impact. Skills will be gained from working on a project with charities, NGOs, or non-profit organisations on citizenship concepts which will	4

		enable the student to critically reflect through service-learning. This course builds professional, entrepreneurial and personal skills to engage with a variety of stakeholders. This course is underpinned by JEDI approaches to justice, equality, diversity and inclusion across the global community.	
LIBA 5301	**Service Learning: Global Citizenship and Migration**	This course helps students make a real difference in the world. Service Learning as experiential learning combines community service with academic study. This course will apply service-learning to the theoretical, political and sociological conceptions of citizenship and their limitations. Students will work on live projects and challenges to address real-world issues and critically reflect on their role as agents in communities and as legal and social citizens. Skills will be gained from working on a project with charities, NGOs, or non-profit organisations on citizenship concepts which will enable the student to critically reflect through service-learning. This course builds professional, entrepreneurial and personal skills to engage with a variety of stakeholders. This course is underpinned by JEDI approaches to justice, equality, diversity and inclusion across the global community.	4
LIBA 5302	**Service Learning: Leadership in a Globalised World**	This course helps students make a real difference in the world. Service learning as experiential learning combines community service with academic study. This course will apply service learning to global challenges and how to be a leader that creates positive change. Students will work on live projects and challenges to address real world issues. Students will learn how to lead and work with diverse teams to make a positive impact. Skills will be gained from working on a project with charities, NGOs, or non-profit organisations on citizenship concepts which will enable the student to critically reflect through service-learning. This course builds professional, entrepreneurial and personal skills to engage with a variety of stakeholders. This course is underpinned by JEDI approaches to justice, equality, diversity and inclusion across the global community.	4

LIBA 5304	**Service-Learning: Digital Collaboration**	This course helps students make a real difference in the world. Service-Learning as experiential learning combines community service with academic study. This course will apply service-learning to the production of digital work engaging with organizations and communities outside of the university. It equips students to identify the ranges of opportunities for innovation and employment that digital skills offer. Students will work on live projects and challenges to address real-world issues and critically reflect on their role as agents in communities and as legal and social citizens. Skills will be gained from working on a project with charities, NGOs, or non-profit organisations on citizenship concepts which will enable the student to critically reflect through service-learning. This course builds professional, entrepreneurial and personal skills to engage with a variety of stakeholders. This course is underpinned by JEDI approaches to justice, equality, diversity and inclusion across the global community.	4
LITR/FILM 5601	**From Hogwarts to Hellmouth: British Fantasy, Science Fiction and Horror in Literature and Film**	Britain is an ancient land, full of mystery and wonder and who knows what lies just beneath the surface? Primordial mysteries, stretching back into Deep Time, ready to irrupt into the present day, and portals to magical and hellish otherworlds? Using the lens of fantasy theory and discussions of folk horror, this course explores the magical literary worlds of early British mythology and folklore, including Arthurian legend, late Victorian writers of the macabre, and some of the cornerstones of modern British fantasy literature, including C.S. Lewis, J.R.R. Tolkien, and J.K. Rowling. Through a variety of British literature and contemporary British film and television, students will examine how these genres reflect particular societal anxieties and cultural identities, as well as the complex relationship between art and politics.	4
MARK 6102	**Integrated Marketing Communication**	In today's dynamic media landscape, effective marketing requires a holistic approach that seamlessly integrates traditional and digital channels. Integrated marketing communications (IMC) encompassing both traditional (advertising, OOH, PR, sponsorship, events etc) and digital marketing (social media, SEO and SEM, websites, email, experiential, influencers, AR etc) equips students with the knowledge and skills to develop and execute successful marketing strategies across various platforms. Course material will draw from a blend of theory, tools, media campaigns, case studies, and contemporary brand examples.	4

MARK 6103	**Creative Marketing Strategy**	This course provides a practical and in-depth exploration of marketing planning and strategy within a contemporary business context. Students will develop a comprehensive understanding of the key principles and techniques involved in creating, implementing, and evaluating effective marketing plans. The module emphasizes a hands-on approach, enabling students to apply theoretical knowledge to real-world scenarios through case studies, simulations, and a student-led marketing project.	4
MATH 3102	**Fundamentals of Mathematics and Statistics**	This course is designed to be a foundation in mathematics and statistics that will provide students with the necessary knowledge for courses in probability and statistics, mathematics, and data analysis. The course will cover content from solving linear, quadratic, exponential and logarithmic equations, co-ordinate geometry analysis, function analysis, sequences and series to applied topics such as measures of central tendencies and measures of spread of data calculations with outliers, representations of data, probability calculations and discrete random variables.	4
MATH 4101	**Probability and Statistics**	This course in probability and statistics includes theoretical and applied approaches which are primarily designed for business, data science, social science and psychology majors. The course coverage will include: descriptive statistics, elementary probability theory, random variables and expectations, discrete probability distributions (Binomial and Poisson distributions), continuous probability distribution (Normal distribution), sampling distributions, estimation and hypothesis testing about the mean and proportions of up to two populations, Chi-square tests, One-way ANOVA and F Distribution, linear, multiple and non-linear regression and Non-parametric methods. SPSS lab sessions will be included targeting applications of statistical concepts to business, data science, social science and psychology. All practical work will be produced using SPSS statistical software.	4
MATH 4102	**Mathematics of Argument and Reasoning**	This course presents the mathematics of arguments and reasoning by introducing students to concepts in logic and discrete mathematics. It examines the nature of logic, propositional and deductive logic, tautologies and contradictions, algebra of sets, relations, Boolean functions, and graph theory. The topics covered will include propositional calculus, methods of deduction, and quantification theory, leading to an introduction to first order logic, proof by induction and recursive relations. Valid and invalid argument forms and their tests will be performed. Matrix	4

		algebra and determinants and their applications in solving systems of equations will be covered.	
MATH 4103	**Calculus with Applications**	This course provides a sound understanding of the concepts of calculus and their applications to business courses, data science and scientific courses. There will be an emphasis on the rigorous approach to the concept of limits as a key pillar of many concepts of calculus. Theory and applications of calculus with numerous examples will be explained to students depending on specific majors. Topics to be covered will include co-ordinate geometry of straight lines, quadratic curves, exponential and logarithmic functions; elementary differentiation and integration of real-valued functions, exponential and logarithmic functions, and trigonometric functions. Applications of calculus concepts to maxima, minima, and optimization problems. Calculus of several variables to include partial derivatives and optimizing functions of two variables, and constrained optimization and method of Lagrange Multipliers. Double integrals and applications. Modelling with first-order ordinary differential equations.	4
MATH 5104	**Linear Algebra and Multivariable Calculus**	The course provides a detailed study of set theory, systems of linear equations, theory of vectors and vector spaces, algebra of matrices, determinants and characteristic polynomials, mappings and linear transformations, canonical forms and invariance, eigenvectors and eigenvalues. LU-matrix factorization, matrix diagonalization and orthogonality, least square method, and inner-product spaces and applications. Multivariable calculus to include solutions of systems of linear ordinary differential equations (ODE) using matrix method. These concepts are useful as they form a basis of a deeper understanding of advanced mathematics and have wide applications in physical and social sciences. Applications to specific majors will be explored.	4

MATH 6102	**Machine Learning for Predictive Analytics**	This course provides an in-depth understanding of Machine Learning (ML) and Predictive Analytics, focusing on algorithms, methodologies, and applications. Students will explore fundamental ML models, from supervised and unsupervised learning to more advanced topics such as deep learning and ensemble methods. The course emphasizes both theoretical understanding and practical implementation using real-world datasets. Students will be taught to use ML to build predictive models, evaluate their performance, and apply them to solve complex problems in various fields, including finance, healthcare, and technology.	4
MATH 6103	**Time series analysis and forecasting**	This course introduces students to the fundamentals and advanced techniques of time series analysis and forecasting. Students will learn how to model, analyze, and forecast time-dependent data using both statistical and machine learning approaches. The course will cover classical time series models such as ARIMA, exponential smoothing, and state-space models, as well as more advanced techniques including neural networks and Long Short-Term Memory (LSTM) models. The emphasis will be on practical applications in various fields, including finance, economics, and environmental sciences, using real-world datasets and computational tools like Python and R.	4
POLS 4101	**Rich World/Poor World**	Rich World, Poor World provides students with an introduction to development studies, seeking to explain both the existence of and persistence of a Poor World in the context of the international order. The course addresses numerous issues as they affect the Poor World, and studies relations both within and between Poor World and Rich World. Theories of development are reflected upon along with the legacies of colonialism, and a range of other social, political and economic themes in development studies.	4

POLS 5101	**Democracy and Its Enemies**	This course analyses the rise of democracy as an idea and as a practice using both theoretical and historical approaches, and processes of democratization in both theoretical and empirical terms. The course aims to provide an introduction to the central models of democracy (i.e. classical democracy, liberal democracy, deliberative democracy and cosmopolitan democracy). Students are then enabled to analyse problems associated with the practice of liberal democracy, namely political engagement, the relationship between capitalism and democracy, the advent of post-democracy, the rise of populism and anti-democratic ideas. Finally, the course examines the practices of democracy and experiences with democratisation in Europe, Latin America, Africa, Asia, and the Middle East.	4
POLS 5102	**British Politics inside Parliament**	This course will introduce students to the main political institutions in the United Kingdom (the monarchy, the executive, parliament, political parties and electoral systems) and to important debates in contemporary British society, such as constitutional reform, the political impact of Brexit and Britain's role in international affairs, the power of the media, gender debates and the political management of ethnic and cultural diversity. The class combines theoretical, empirical, and active-learning approaches (the course includes visits to political institutions like Parliament and the Supreme Court provided they are accessible at the time the course runs). The course is co-taught with a Member of Parliament. Some of the sessions led by the MP take place in the parliamentary estate.	4
POLS 6102	**Sustainable Development**	This course introduces students to the process of development project evaluation, in the context of the theory and practice of sustainable development. The course enables students to focus on the political, social and economic complexity of managing a specific sustainable development in the developing world. Methods of evaluation are explored, decided upon and utilised in the production of a Project Evaluation Document (PED) for a sustainable development project of choice. Issues such as livelihoods, gender, environmental impact, measurement, participation and consultation processes are raised, though the context varies across urban/rural and blue-green-brown issues depending on the specific project chosen for evaluation.	4

PSYC 4102	**Conceptual and Historical Issues in Psychology**	This course engages students in an overview of the main philosophical, scientific and social ideas that formulated psychology as we know it today. We will cover conceptual and methodological positions underlying different paradigms and research trends in the study of human behaviour. We will examine the following questions: what is science and to what extend is psychology permeated by the characteristics of science; what is the extent of social and cultural construction in psychology; is or can psychology be morally or politically neutral; what can we learn from the history of psychology so far? In addition, this course will address the issues involved in acquiring knowledge through various scientific methodologies, the critique of traditional methods in psychology, the relationship between facts and values and the significance of the standpoint from which values are understood. Finally, we will discuss ethical issues in psychology, their origins, the moral underpinnings of theory, research and practice and how psychologists construct ethically responsible practices within a social environment.	4

PSYC 4302	**Biological Basis of Human Behaviour**	Exposes students to the relationship between biology and behavior. Students are expected to assess critically the extent to which biological explanations can be used to understand or explain human behavior. Topics covered include the nervous system, brain, emotion, vision, attention, sleep and motivational behavior, as well as psychopathology (for example language, eating, perceptual and memory disorders). In addition, the course also looks at discusses ethical issues in psychological research related to neuroscience.	4
PSYC 5103	**Mind and Language**	This is an interdisciplinary course that introduces students to current research and debates in the areas of language and communication. Whereas similar courses have focused on the relationship between language and mind, this course aims to address a relatively neglected aspect of psychology: the relationship between language and self. Beginning with an overview of the biological basis of language and a review of the developmental research on language acquisition, the course will also examine the relation between gesture and language. Clinical models of communication will be covered, focusing on pathological forms of communication such as schizophrenia and autism. The second part of the course will examine structuralist and poststructuralist approaches to language, linguistic interpretations of psychoanalytic theory, narrative communication and narrative identity, as well as theories of reading and writing.	4

PSYC 6103	**Psychology of Happiness and wellbeing**	Positive psychologists argue that traditional psychology has tended to focus on dysfunction and unhappiness and that balance needs to be restored by research into what makes life go well. This course focuses on the science of happiness and wellbeing, integrating findings from Positive Psychology studies and theories. During this course, students will critically evaluate the teaching of Positive Psychology as a means of enhancing happiness and understand the difference between weaknesses and strengths, and how positive psychology emphasises the latter in contrast to traditional psychology's emphasis on the former. Students will appreciate some of the factors that lead to happiness and learn how to capitalise on these factors in order to achieve lasting happiness, especially by getting to know their own strengths; students will also understand and use a variety of techniques and interventions designed to enhance happiness and wellbeing.	4
PSYC 6104	**Health Psychology**	Although nowadays people live longer and are currently 'healthier' than in the past, not everyone has a sense of improved health or wellbeing. Health Psychology analyses the biopsychosocial factors which contribute to and maintain illness/disease in contemporary society. Health Psychology aims to improve wellbeing by applying psychological theories, methods and research to the promotion of health; prevention and treatment of illness and disability; analysis and improvement of the health care system and health policy formation.	4
RELG/POLS 5601	**Religion in a Globalised World: Faith, Power & Politics**	This course explores the profound impact of religion and faith systems on global politics since the end of the Cold War. Highlighting the role of religious social movements and non-state actors of various sorts, the course can address a range of contested themes, including fundamentalism, secularism, nationalism, and identity politics. Students then engage with a range of social, cultural, and policy responses to these themes, in the context of a range of civil and geo-political conflicts, not least the 'war on terror', while also considering the possibilities for religion to foster social cohesion and international dialogue and cooperation.	4
SENG 4101	**Software Development & Responsible AI**	This course introduced students to software development including the processes and basics of programming languages such as C++. This will introduce ethical consideration that need to be embedded in practice along with requirements gathering processes and writing specifications together with an introduction to use of AI for code.	4

SENG 5101	**Intermediate Software Development and AI**	This course builds on the course Software Development and Responsible AI. It covers software architectures. The course will include understanding design problems and planning and structuring for an object-oriented programming solution. There will be an opportunity to implement software process models including using std libraries and how to test and debug code as part of this. the course will also provide information on recognising and managing intellectual property.	4
SENG 6103	**Mobile App Development**	Enterprises regularly use mobile applications for focused activities that exploit features of smart phones. This course introduces how mobile applications can be designed and developed for different operating systems using different OS development frameworks.	4
SOCL 3101 (October start)	**Foundations of Sociology**	This course provides the foundations of studying societies in a global context. It explores a range of sociological approaches from the micro-level of social identities and interactions to the macro-level of structures and processes. It introduces key theoretical frameworks to consider ways in which societies are maintained and changed, and how central social institutions like family, school, work, and media reinforce and challenge the status quo. Students will learn elements of social research and how sociologists investigate pressing issues, such as stigma and deviance, gender socialisation and racialisation, growing up online, and impacts of globalisation, technology, and climate change.	4