

Westwood Dynamic Limited

Course Syllabus/Content

**WD-UK Level 4 (UK Qualifications Framework - Business Management)
(Credits 120)**

Revised Modules	Contact hours (Full-Time)	Contact hours (Part-Time)	Assessment	Teaching Methods	Passing Mark
Business Operations Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Marketing Strategy and Planning	50	50	Assignment Based	Classroom Lectures & Online	50%
Financial Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Organizational Behavior	50	50	Assignment Based	Classroom Lectures & Online	50%
Project Management Fundamentals	50	50	Assignment Based	Classroom Lectures & Online	50%

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Human Resource Management Practices	50	50	Assignment Based	Classroom Lectures & Online	50%
Business Law and Ethics	50	50	Assignment Based	Classroom Lectures & Online	50%
Information Management for Business	50	50	Assignment Based	Classroom Lectures & Online	50%
International Business Environment	50	50	Assignment Based	Classroom Lectures & Online	50%
Managerial Accounting and Decision Making	50	50	Assignment Based	Classroom Lectures & Online	50%

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Subject	Business Operations Management
Aims and Objectives	<p>Aim: This course aims to provide students with a comprehensive understanding of business operations management principles and practices, enabling them to effectively manage operations within various organizational contexts.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the fundamental concepts and theories of business operations management. 2. To develop students' analytical and problem-solving skills in the context of managing business operations. 3. To equip students with practical tools and techniques for optimizing operational processes and improving efficiency. 4. To explore contemporary issues and trends in operations management, including sustainability, technology integration, and global supply chain management.
Learning Outcomes	<ol style="list-style-type: none"> 1. Demonstrate Understanding: Understand the key concepts, principles, and theories of business operations management. 2. Analyze Operations: Analyze operational processes within different organizational contexts to identify inefficiencies and areas for improvement. 3. Apply Tools and Techniques: Apply relevant tools and techniques such as process mapping, lean management, and Six Sigma to optimize operational processes and enhance efficiency. 4. Evaluate Performance: Evaluate the performance of operational processes using key performance indicators (KPIs) and other relevant metrics to drive continuous improvement. 5. Address Contemporary Challenges: Recognize and address contemporary challenges in operations management, including sustainability, digitalization, and global supply chain disruptions.
Credit Points:	12 credit points
Assessment	<ul style="list-style-type: none"> ▪ Assignment based
Teaching Mode (Full-Time)	<p>Lectures: 60 hours</p> <p>Tutorials/workshop: 30 hours</p> <p>Private Study: 30 hours</p> <p>Total: 120 hours</p>

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Subject	Marketing Strategy and Planning								
Aims and Objectives	<p>Aim: This course aims to equip students with the knowledge and skills necessary to develop comprehensive marketing strategies and plans that effectively align with organizational goals and drive business growth.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To provide students with a deep understanding of fundamental marketing concepts, theories, and frameworks. 2. To enable students to analyze market trends, consumer behavior, and competitive landscapes to inform strategic decision-making. 3. To facilitate the development of strategic marketing plans that integrate product, pricing, promotion, and distribution strategies. 4. To explore innovative approaches and emerging trends in marketing strategy, including digital marketing, content marketing, and customer relationship management. 5. To enhance students' ability to evaluate the effectiveness of marketing strategies and adapt plans in response to changing market dynamics. 								
Learning Outcomes	<p>Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Understand Marketing Fundamentals: Demonstrate a solid understanding of core marketing concepts, principles, and theories. 2. Analyze Market Dynamics: Analyze market trends, consumer behavior, and competitive landscapes to identify opportunities and challenges for strategic marketing planning. 3. Develop Strategic Plans: Develop comprehensive marketing strategies and plans that align with organizational objectives and target market needs. 4. Integrate Marketing Mix: Integrate product, pricing, promotion, and distribution strategies cohesively within the marketing plan to maximize impact and achieve business objectives. 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
Teaching Mode (Full-Time)	<table style="width: 100%; border: none;"> <tr> <td style="padding-right: 20px;">Lectures:</td> <td>60 hours</td> </tr> <tr> <td>Tutorials/workshop:</td> <td>30 hours</td> </tr> <tr> <td>Private Study:</td> <td>30 hours</td> </tr> <tr> <td>Total:</td> <td>120 hours</td> </tr> </table>	Lectures:	60 hours	Tutorials/workshop:	30 hours	Private Study:	30 hours	Total:	120 hours
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Subject	Financial Management								
Aims and Objectives	<p>Aim: This course aims to provide students with a comprehensive understanding of financial management principles and practices, enabling them to make informed financial decisions and effectively manage resources within various organizational contexts.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the fundamental concepts and theories of financial management, including financial analysis, planning, and control. 2. To develop students' analytical skills in interpreting financial data and evaluating the financial performance of organizations. 3. To equip students with tools and techniques for financial planning, budgeting, and forecasting to support strategic decision-making. 4. To explore methods for capital budgeting, risk management, and investment appraisal to optimize resource allocation and maximize shareholder value. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand Financial Concepts: Demonstrate a solid understanding of key financial concepts, principles, and theories relevant to financial management. 2. Analyze Financial Data: Analyze financial statements and other financial data to assess the financial performance, liquidity, and solvency of organizations. 3. Conduct Financial Planning: Develop and implement financial plans, budgets, and forecasts to support organizational objectives and ensure financial sustainability. 4. Evaluate Investment Opportunities: Evaluate investment opportunities using capital budgeting techniques such as net present value (NPV), internal rate of return (IRR), and payback period analysis. 								
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Subject	Organizational Behavior								
Aims and Objectives	<p>Aim: This course aims to provide students with a comprehensive understanding of organizational behavior theories and practices, enabling them to analyze and influence individual and group behavior within organizational contexts.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to key concepts and theories in organizational behavior, including individual behavior, group dynamics, and organizational culture. 2. To develop students' understanding of the factors influencing individual behavior in the workplace, including motivation, perception, attitudes, and personality. 3. To explore the dynamics of group behavior and team effectiveness, including communication, leadership, conflict resolution, and decision-making. 4. To examine organizational structures, systems, and culture, and their impact on employee behavior, satisfaction, and performance. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand Organizational Behavior: Demonstrate a solid understanding of key concepts, theories, and frameworks in organizational behavior. 1. 2. Analyze Individual Behavior: Analyze factors influencing individual behavior in the workplace, including motivation, perception, attitudes, and personality traits. 2. Evaluate Group Dynamics: Evaluate the dynamics of group behavior and team effectiveness, including communication patterns, leadership styles, and group decision-making processes. 3. 4. Assess Organizational Culture: Assess the impact of organizational structures, systems, and culture on employee behavior, satisfaction, and performance. 4. Apply Leadership Principles: Apply principles of effective leadership to motivate and influence individuals and teams toward achieving organizational goals. 								
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Subject	Project Management Fundamentals								
Aims and Objectives	<p>Aim: This course aims to provide students with a solid foundation in project management principles and practices, equipping them with the knowledge and skills necessary to initiate, plan, execute, monitor, and close projects successfully.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the key concepts, methodologies, and processes of project management. 2. To develop students' understanding of project initiation, including defining project objectives, scope, and stakeholders' requirements. 3. To equip students with tools and techniques for project planning, scheduling, resource allocation, and risk management. 4. To foster students' ability to lead project teams effectively, manage project communication, and resolve conflicts. 5. To enhance students' skills in project monitoring, control, and quality assurance to ensure project deliverables meet stakeholders' expectations. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand Project Management Principles: Demonstrate a solid understanding of fundamental project management concepts, methodologies, and best practices. 2. Initiate Projects: Initiate projects effectively by defining project objectives, scope, stakeholders, and success criteria. 3. Plan Projects: Develop comprehensive project plans encompassing scope, schedule, budget, resources, quality, and risk management strategies. 4. Lead Project Teams: Lead project teams efficiently by setting clear expectations, delegating tasks, and fostering collaboration and accountability. 5. Manage Project Execution: Execute projects according to plan, monitoring progress, managing changes, and addressing issues promptly to ensure project success. 								
Credit Points:	12 credit points								
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Subject	Human Resource Management Practices
Aims and Objectives	<p>Aim: This course aims to provide students with a comprehensive understanding of human resources management (HRM) principles and practices, enabling them to effectively manage human capital within organizations.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to key concepts, theories, and functions of human resources management. 2. To develop students' understanding of HRM practices related to recruitment, selection, training, performance management, compensation, and employee relations. 3. To equip students with the skills necessary to align HRM strategies with organizational goals and objectives. 4. To foster students' ability to address contemporary HRM challenges, including diversity and inclusion, talent management, and workplace well-being. 5. To enhance students' knowledge of HRM laws, regulations, and ethical considerations to ensure compliance and promote ethical decision-making.
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand HRM Principles: Demonstrate a solid understanding of fundamental human resources management principles, concepts, and theories. 2. Recruit and Select Talent: Develop strategies and processes for recruiting and selecting qualified candidates to meet organizational needs and objectives. 3. Develop Training Programs: Design and implement training and development programs to enhance employee skills, knowledge, and performance. 4. Manage Performance: Implement performance management systems and processes to monitor, evaluate, and improve employee performance in alignment with organizational goals. 5. Administer Compensation: Design and administer compensation and benefits packages that attract, motivate, and retain talent while ensuring fair and equitable treatment of employees.
Credit Points:	12 credit points
Assessment	<ul style="list-style-type: none"> ▪ Assignment based
Teaching Mode (Full-Time)	<p>Lectures: 60 hours Tutorials/workshop: 30 hours Private Study: 30 hours Total: 120 hours</p>

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Subject	Business Law and Ethics								
Aims and Objectives	<p>Aim: This course aims to provide students with a comprehensive understanding of business law principles and ethical considerations, enabling them to make informed legal and ethical decisions within various business contexts.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to key legal principles and frameworks relevant to business operations, including contract law, tort law, and business entities. 2. To develop students' understanding of ethical theories and principles, as well as their application to business decision-making and behavior. 3. To equip students with the knowledge necessary to identify and mitigate legal risks in business transactions and operations. 4. To foster ethical reasoning and critical thinking skills to navigate complex ethical dilemmas in business settings. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand Legal Principles: Demonstrate a solid understanding of key legal principles and concepts relevant to business, including contract law, tort law, and business structures. 2. Apply Legal Frameworks: Apply legal frameworks to analyze and evaluate business transactions, contracts, and legal liabilities. 3. Identify Legal Risks: Identify potential legal risks and liabilities in business operations and transactions, and develop strategies to mitigate them. 4. Understand Ethical Theories: Understand various ethical theories and principles, including utilitarianism, deontology, and virtue ethics, and their application to business ethics. 5. Analyze and evaluate ethical dilemmas and decision-making processes within business contexts, considering the interests of stakeholders and ethical implications. 								
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Subject	Information Management for Business								
Aims and Objectives	<p>Aim: This course aims to provide students with a comprehensive understanding of information management principles and practices, enabling them to effectively utilize information technology to support business operations and decision-making.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to key concepts, theories, and frameworks in information management and its role in business. 2. To develop students' understanding of information systems and technologies used in business environments, including databases, enterprise systems, and business intelligence tools. 3. To equip students with the skills necessary to analyze, design, implement, and evaluate information systems to meet organizational needs and objectives. 4. To foster critical thinking and problem-solving skills in utilizing information resources and technology to support business processes, innovation, and competitiveness. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand Information Management Concepts: Demonstrate a solid understanding of fundamental concepts, principles, and theories in information management and its role in business. 2. Analyze Business Requirements: Analyze business requirements and information needs to determine appropriate information management solutions and technologies. 3. Design Information Systems: Design information systems and databases that effectively capture, store, retrieve, and manage organizational data and information. 4. Implement Information Technologies: Implement and configure information technologies, including enterprise systems, business intelligence tools, and cloud-based solutions, to support business operations and decision-making. 								
Credit Points:	12 credit points								
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Subject	International Business Environment								
Aims and Objectives	<p>Aim: This course aims to provide students with a comprehensive understanding of the global business environment, enabling them to analyze and navigate the complexities of international business operations.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to key concepts, theories, and frameworks related to the international business environment, including globalization, international trade, and foreign market entry strategies. 2. To develop students' understanding of the political, economic, social, and cultural factors shaping international business activities and strategies. 3. To equip students with the knowledge and skills necessary to assess opportunities and risks in international markets and formulate appropriate business strategies. 4. To foster critical thinking and problem-solving skills in addressing challenges related to cross-border trade, investment, and global competition. 5. To enhance students' awareness of ethical, legal, and sustainability issues in international business practices. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand Globalization: Demonstrate a solid understanding of the concept of globalization and its implications for businesses operating in international markets. 2. Analyze International Business Environment: Analyze the political, economic, social, and cultural factors influencing the international business environment, including trade policies, economic trends, and cultural nuances. 3. Evaluate Market Entry Strategies: Evaluate different market entry strategies, including exporting, licensing, joint ventures, and foreign direct investment, and determine the most suitable approach for entering specific international markets. 4. Assess International Business Opportunities: Assess opportunities and risks in international markets, including market potential, competitive landscape, regulatory environment, and cultural considerations. 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
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Subject	Managerial Accounting and Decision Making								
Aims and Objectives	<p>Aim: This course aims to provide students with a comprehensive understanding of managerial accounting principles and techniques, enabling them to make informed decisions and effectively manage resources within organizations.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the role and importance of managerial accounting in organizational decision-making and performance evaluation. 2. To develop students' understanding of cost concepts, cost behavior, and cost-volume-profit analysis for effective resource allocation and pricing decisions. 3. To equip students with tools and techniques for budgeting, variance analysis, and performance measurement to monitor and control organizational performance. 4. To enhance students' understanding of financial information and its interpretation for strategic decision-making and planning. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand Managerial Accounting: Demonstrate a solid understanding of the role and purpose of managerial accounting in organizational decision-making and performance evaluation. 2. Analyze Cost Behavior: Analyze cost behavior patterns and relationships, including fixed costs, variable costs, semi-variable costs, and their implications for decision-making. 3. Utilize Cost-Volume-Profit Analysis: Apply cost-volume-profit analysis techniques to assess the impact of changes in sales volume, pricing, and costs on profitability and break-even points. 4. Implement Budgeting and Variance Analysis: Develop budgets, analyze variances, and interpret performance reports to monitor and control organizational performance and identify areas for improvement. 5. Apply Costing Methods: Apply relevant costing methods and techniques, such as job costing, process costing, and activity-based costing, to allocate costs accurately and make informed pricing and product mix decisions. 								
Credit Points:	12 credit points								
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