

Westwood Dynamic Limited

Course Syllabus/Content

**WD-UK Level 5 (UK Qualifications Framework - Business Management)
(Credits 120)**

Revised Modules	Contact hours (Full-Time)	Contact hours (Part-Time)	Assessment	Teaching Methods	Passing Mark
Strategic Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Business Innovation and Creativity	50	50	Assignment Based	Classroom Lectures & Online	50%
Corporate Social Responsibility	50	50	Assignment Based	Classroom Lectures & Online	50%
Operations and Supply Chain Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Advanced Marketing Management	50	50	Assignment Based	Classroom Lectures & Online	50%

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Financial Analysis and Decision Making	50	50	Assignment Based	Classroom Lectures & Online	50%
Leadership and Change Management	50	50	Assignment Based	Classroom Lectures & Online	50%
International Marketing Strategies	50	50	Assignment Based	Classroom Lectures & Online	50%
Business Research Methods	50	50	Assignment Based	Classroom Lectures & Online	50%
Employee Development and Performance Management	50	50	Assignment Based	Classroom Lectures & Online	50%

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Subject	Strategic Management
Aims and Objectives	<p>Aim: This course aims to provide students with an in-depth understanding of strategic management principles and practices, enabling them to formulate and implement effective strategies to achieve organizational goals and sustain competitive advantage.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to key concepts, theories, and frameworks in strategic management, including environmental analysis, strategic planning, and strategy implementation. 2. To develop students' ability to analyze internal and external environments to identify strategic opportunities and threats facing organizations. 3. To equip students with the skills necessary to formulate strategic plans that align with organizational goals, resources, and capabilities. 4. To foster students' understanding of strategy implementation processes, including organizational structure, leadership, and change management.
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand Strategic Management Concepts: Demonstrate a solid understanding of fundamental concepts, theories, and frameworks in strategic management and their relevance to organizational success. 2. Analyze External Environment: Analyze the external environment, including industry structure, competitive dynamics, market trends, and macroeconomic factors, to identify opportunities and threats for organizations. 3. Assess Internal Resources and Capabilities: Assess internal resources, capabilities, and core competencies to identify organizational strengths and weaknesses and inform strategic decision-making. 4. Formulate Strategic Plans: Formulate strategic plans that capitalize on opportunities, mitigate threats, and leverage organizational strengths to achieve sustainable competitive advantage.
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 Innovation and Creativity								
Aims and Objectives	<p>Aim: This course aims to cultivate students' understanding and application of innovation and creativity principles within business contexts, fostering the development of innovative mindsets and practices to drive organizational growth and competitiveness.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to the concepts, theories, and importance of innovation and creativity in business environments. 2. To develop students' ability to recognize and analyze opportunities for innovation within organizations, industries, and markets. 3. To equip students with techniques and strategies for generating and evaluating innovative ideas and solutions to business challenges. 4. To foster a culture of creativity and experimentation within organizations, encouraging risk-taking and learning from failure. 5. To enhance students' understanding of the role of leadership, teamwork, and organizational culture in fostering innovation and creativity. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand Innovation and Creativity: Demonstrate a solid understanding of the concepts, theories, and significance of innovation and creativity in business contexts. 2. Recognize Opportunities for Innovation: Identify and analyze opportunities for innovation within organizations, industries, and markets, considering emerging trends, customer needs, and competitive dynamics. 3. Generate Innovative Ideas: Use techniques such as brainstorming, design thinking, and lateral thinking to generate creative and innovative ideas for addressing business challenges and opportunities. 4. Evaluate and Select Ideas: Evaluate and select innovative ideas based on criteria such as feasibility, potential impact, scalability, and alignment with organizational goals and resources. 								
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	Corporate Social Responsibility								
Aims and Objectives	<ol style="list-style-type: none"> 1. To introduce students to the concept, evolution, and importance of corporate social responsibility in contemporary business environments. 2. To develop students' understanding of the ethical, social, environmental, and economic dimensions of CSR and their implications for business sustainability and stakeholder relationships. 3. To equip students with the knowledge and skills necessary to assess, prioritize, and address CSR issues and opportunities within organizational contexts. 4. To foster students' ability to develop and implement CSR strategies that align with organizational values, goals, and stakeholder expectations. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand Corporate Social Responsibility: Demonstrate a solid understanding of the concept, evolution, and importance of corporate social responsibility in business contexts. 2. Analyze CSR Dimensions: Analyze the ethical, social, environmental, and economic dimensions of CSR and their interconnections, considering the interests and expectations of various stakeholders. 3. Assess CSR Risks and Opportunities: Assess CSR risks and opportunities within organizational contexts, including reputational risks, stakeholder engagement, and business impact on society and the environment. 4. Develop CSR Strategies: Develop comprehensive CSR strategies and action plans that integrate CSR principles into organizational operations, policies, and decision-making processes. 5. Implement CSR Initiatives: Implement CSR initiatives effectively, engaging employees, suppliers, customers, and other stakeholders to drive positive social and environmental impact and enhance organizational reputation. 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
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Subject	Operations and Supply Chain Management								
Aims and Objectives	<p>Aim: This course aims to provide students with a comprehensive understanding of operations and supply chain management principles and practices, enabling them to optimize organizational efficiency, quality, and customer satisfaction through effective management of operations and supply chain processes.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To introduce students to key concepts, theories, and frameworks in operations and supply chain management, including process design, capacity planning, inventory management, and logistics. 2. To develop students' understanding of the strategic importance of operations and supply chain management in achieving organizational goals and maintaining competitive advantage. 3. To equip students with the knowledge and skills necessary to design, implement, and improve operations and supply chain processes to meet customer demands and organizational objectives. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand Operations and Supply Chain Management: Demonstrate a solid understanding of fundamental concepts, theories, and frameworks in operations and supply chain management and their strategic significance for organizational success. 2. Design and Manage Processes: Design and manage operations and supply chain processes, including process mapping, layout design, capacity planning, and workflow optimization, to enhance efficiency and productivity. 3. Optimize Inventory and Logistics: Optimize inventory levels, procurement processes, and logistics operations to minimize costs, reduce lead times, and improve responsiveness to customer demands. 4. Implement Lean and Six Sigma Practices: Apply Lean management and Six Sigma principles and tools to identify and eliminate waste, improve process quality, and enhance overall operational performance. 								
Credit Points:	12 credit points								
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Subject	Advanced Marketing Management								
Aims and Objectives	This course aims to provide students with advanced knowledge and skills in marketing management, enabling them to analyze complex marketing challenges, develop strategic marketing plans, and implement innovative marketing strategies to drive organizational growth and competitiveness.								
Learning Outcomes	<ol style="list-style-type: none"> 1. Deepen Understanding of Marketing Concepts: Demonstrate a deep understanding of advanced marketing concepts, theories, and frameworks, including strategic marketing planning, market analysis, and marketing mix optimization. 2. Analyze Market Trends and Consumer Behavior: Analyze market trends, consumer behavior, and competitive dynamics to identify market opportunities, threats, and emerging trends that may impact marketing strategies. 3. Develop Strategic Marketing Plans: Develop comprehensive strategic marketing plans that define clear objectives, target markets, positioning strategies, and tactical initiatives to achieve organizational goals and maximize market impact. 4. Leverage Digital Marketing Channels: Leverage digital marketing channels, platforms, and tools to reach target audiences effectively, engage customers, and drive conversions through targeted advertising, content marketing, social media, and email marketing. 5. Utilize Data Analytics for Decision Making: Utilize data analytics and marketing metrics to measure, analyze, and optimize marketing performance, gaining insights into customer preferences, behavior patterns, and ROI to inform strategic decision-making. 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
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Subject	Financial Analysis and Decision Making								
Aims and Objectives	<ol style="list-style-type: none"> 1. To deepen students' understanding of financial statements, ratios, and metrics used in financial analysis, including profitability, liquidity, solvency, and efficiency measures. 2. To develop students' ability to analyze financial performance, assess business risk, and evaluate investment alternatives using advanced financial analysis techniques. 3. To equip students with the skills necessary to interpret and communicate financial information effectively to support strategic decision-making and financial planning processes. 4. To foster critical thinking and problem-solving skills in evaluating complex financial scenarios and making recommendations for optimal financial outcomes. 5. To enhance students' awareness of ethical, regulatory, and corporate governance considerations in financial decision-making processes. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Deepen Understanding of Financial Statements: Demonstrate a deep understanding of financial statements, including income statements, balance sheets, and cash flow statements, and their role in financial analysis and decision-making. 2. Analyze Financial Ratios and Metrics: Analyze financial ratios and metrics to assess business performance, financial health, and profitability, including liquidity ratios, leverage ratios, and return on investment measures. 3. Evaluate Investment Opportunities: Evaluate investment opportunities, including capital budgeting projects, mergers and acquisitions, and strategic investments, using techniques such as net present value (NPV), internal rate of return (IRR), and payback period analysis. 4. Assess Business Risk: Assess business risk factors, including market risk, credit risk, operational risk, and regulatory risk, and incorporate risk considerations into financial decision-making processes. 5. Interpret Financial Data: Interpret financial data and communicate key insights and findings to stakeholders, including management, investors, and creditors, using clear and concise financial reports, presentations, and dashboards. 								
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Subject	Leadership and Change Management								
Aims and Objectives	<p>Aim: This course aims to develop students' leadership capabilities and change management skills, enabling them to lead effectively through organizational change, inspire teams, and drive innovation and transformation.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. To deepen students' understanding of leadership theories, styles, and practices, and their application in diverse organizational contexts. 2. To develop students' ability to lead and manage change initiatives, including organizational restructuring, process improvements, and cultural transformations. 3. To equip students with the skills necessary to inspire and motivate teams, foster collaboration, and drive performance excellence. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. 1.Deepen Understanding of Leadership: Demonstrate a deep understanding of leadership theories, styles, and frameworks, and their application in leading individuals, teams, and organizations effectively. 2. Lead Change Initiatives: Lead and manage change initiatives within organizations, including strategic change projects, digital transformations, and cultural change programs, to drive innovation and adaptability. 3. Inspire and Motivate Teams: Inspire and motivate teams to achieve high performance and excellence through effective communication, coaching, empowerment, and recognition strategies. 4. Foster Collaboration and Teamwork: Foster collaboration and teamwork across organizational functions and levels, building trust, fostering open communication, and leveraging diverse perspectives to achieve common goals. 5. Manage Resistance to Change: Identify and manage resistance to change effectively, addressing concerns, communicating benefits, and engaging stakeholders in the change process to facilitate acceptance and adoption. 								
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Subject	International Marketing Strategies								
Aims and Objectives	This course aims to provide students with advanced knowledge and skills in international marketing strategy, enabling them to develop and implement effective marketing strategies for global markets.								
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand International Marketing Dynamics: Demonstrate a deep understanding of the complexities and dynamics of international marketing, including cultural nuances, market entry barriers, and global competitive forces. 2. Conduct International Market Analysis: Conduct comprehensive international market analysis, including market segmentation, targeting, and positioning (STP) strategies, to identify market opportunities and develop effective marketing strategies. 3. Develop Global Marketing Strategies: Develop and implement strategic marketing plans tailored to international markets, considering factors such as market entry strategies, product adaptation, pricing strategies, and distribution channels. 4. Navigate Cross-cultural Communication: Navigate cross-cultural communication challenges in international marketing, demonstrating cultural competence and sensitivity to effectively communicate with diverse stakeholders in global markets. 5. Manage Global Branding and Positioning: Manage global branding and positioning strategies to build strong brand identities, differentiate products and services, and create value propositions that resonate with target audiences in international markets. 								
Credit Points:	12 credit points								
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Subject	Business Research Methods								
Aims and Objectives	<p>This course aims to provide students with a comprehensive understanding of business research methods and techniques, enabling them to conduct rigorous research to inform decision-making and solve business problems effectively.</p> <ol style="list-style-type: none"> 1. To deepen students' understanding of the research process, including problem identification, literature review, research design, data collection, analysis, and interpretation. 2. To develop students' ability to formulate research questions, hypotheses, and objectives that address business challenges and opportunities. 3. To equip students with the skills necessary to select and apply appropriate research methodologies, both qualitative and quantitative, to address specific research objectives 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand the Research Process: Demonstrate a solid understanding of the research process, including problem formulation, literature review, research design, data collection, analysis, and reporting. 2. Formulate Research Questions: Formulate clear and concise research questions, hypotheses, and objectives that address specific business issues or gaps in knowledge, guiding the research process effectively. 3. Select Research Methodologies: Select and apply appropriate research methodologies, both qualitative and quantitative, including surveys, interviews, experiments, case studies, and statistical analysis, to address research objectives effectively. 4. Design Research Instruments: Design research instruments, such as questionnaires, interview guides, and observation protocols, that are valid, reliable, and suitable for collecting data to answer research questions and test hypotheses. 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
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Subject	Employee Development and Performance Management								
Aims and Objectives	<p>This course aims to provide students with advanced knowledge and skills in employee development and performance management, enabling them to effectively develop, motivate, and manage employees to achieve organizational goals and objectives.</p> <ol style="list-style-type: none"> 1. To deepen students' understanding of employee development theories, performance management frameworks, and their application in organizational contexts. 2. To develop students' ability to design and implement employee development programs that align with organizational goals, employee needs, and performance objectives. 3. To equip students with the skills necessary to assess, measure, and manage employee performance through performance appraisal, feedback, coaching, and development planning processes. 								
Learning Outcomes	<ol style="list-style-type: none"> 1. Understand Employee Development Theories: Demonstrate a solid understanding of employee development theories, including adult learning principles, career development models, and talent management frameworks, and their relevance to organizational effectiveness. 2. Design Employee Development Programs: Design and implement employee development programs that support organizational goals and objectives, address skill gaps, and enhance employee engagement, satisfaction, and retention. 3. Manage Performance Appraisal Processes: Manage performance appraisal processes effectively, including setting performance expectations, providing regular feedback, conducting performance reviews, and documenting performance outcomes. 4. Provide Constructive Feedback: Provide constructive and actionable feedback to employees to reinforce positive behaviors, address performance issues, and support employee growth and development. 								
Credit Points:	12 credit points								
Assessment	<ul style="list-style-type: none"> ▪ Assignment based 								
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