

**Westwood Dynamic Limited**

**Course Syllabus/Content**

**WD-UK Level 6 (UK Qualifications Framework - Business Management)  
(Credits 120)**

<b>Revised Modules</b>	<b>Contact hours (Full-Time)</b>	<b>Contact hours (Part-Time)</b>	<b>Assessment</b>	<b>Teaching Methods</b>	<b>Passing Mark</b>
Business Strategy and Competitive Advantage	50	50	Assignment Based	Classroom Lectures & Online	50%
Organizational Leadership	50	50	Assignment Based	Classroom Lectures & Online	50%
Strategic Human Resource Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Corporate Governance and Ethics	50	50	Assignment Based	Classroom Lectures & Online	50%
Financial Strategy and Risk Management	50	50	Assignment Based	Classroom Lectures & Online	50%

Westwood Dynamic Limited

1 Brin Williams House, 2a Xaerau Crescent, Newport, NP20 4HG, UK  
info@wdynamic.co.uk

Entrepreneurial Leadership	50	50	Assignment Based	Classroom Lectures & Online	50%
Advanced Operations Management	50	50	Assignment Based	Classroom Lectures & Online	50%
Marketing Analytics	50	50	Assignment Based	Classroom Lectures & Online	50%
International Business Strategy	50	50	Assignment Based	Classroom Lectures & Online	50%
Business Innovation and Technology	50	50	Assignment Based	Classroom Lectures & Online	50%

## Westwood Dynamic Limited

<b>Subject</b>	<b>Business Strategy and Competitive Advantage</b>
<b>Aims and Objectives</b>	<p><b>Aims:</b></p> <ol style="list-style-type: none"> <li>1. To develop a deep understanding of the principles, frameworks, and techniques of business strategy.</li> <li>2. To explore the role of competitive advantage in sustaining business success.</li> <li>3. To enable students to critically analyze and apply strategic concepts in real-world business scenarios.</li> </ol> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To familiarize students with key concepts and theories in business strategy.</li> <li>2. To examine various tools and frameworks for analyzing industry dynamics and competitive positioning.</li> <li>3. To assess the importance of innovation, sustainability, and ethics in strategic decision-making.</li> <li>4. To cultivate critical thinking and problem-solving skills through case studies and interactive discussions.</li> </ol>
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of fundamental principles and theories in business strategy.</li> <li>2. Analyze industry structures and competitive dynamics to identify sources of competitive advantage.</li> <li>3. Evaluate the strategic positioning of organizations within their respective industries.</li> <li>4. Assess the role of innovation, sustainability, and corporate social responsibility in shaping strategic decisions.</li> <li>5. Apply strategic frameworks and tools to analyze real-world business cases and formulate strategic recommendations.</li> </ol>
<b>Credit Points:</b>	12 credit points
<b>Assessment</b>	<ul style="list-style-type: none"> <li>▪ Assignment based</li> </ul>
<b>Teaching Mode (Full-Time)</b>	<p>Lectures: 60 hours  Tutorials/workshop: 30 hours  Private Study: 30 hours  Total: 120 hours</p>

## Westwood Dynamic Limited

Subject	<b>Organizational Leadership</b>
Aims and Objectives	<p><b>Aims:</b></p> <ol style="list-style-type: none"> <li>1. To develop an understanding of the theories, principles, and practices of organizational leadership.</li> <li>2. To explore the role of leadership in driving organizational effectiveness, innovation, and change.</li> <li>3. To equip students with the skills and knowledge necessary to lead effectively in diverse organizational contexts.</li> </ol> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to various leadership theories and models.</li> <li>2. To examine the characteristics and traits of effective leaders.</li> <li>3. To explore the relationship between leadership styles and organizational culture.</li> <li>4. To analyze the impact of leadership on employee motivation, engagement, and performance.</li> <li>5. To understand the role of leadership in managing organizational change and fostering innovation.</li> <li>6. To empower students to apply leadership principles in real-world organizational settings.</li> </ol>
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of key theories and models of leadership.</li> <li>2. Evaluate the effectiveness of different leadership styles in various organizational contexts.</li> <li>3. Analyze the impact of leadership on organizational culture, employee motivation, and performance.</li> <li>4. Apply leadership principles to effectively manage organizational change and foster innovation.</li> <li>5. Develop self-awareness and interpersonal skills necessary for effective leadership.</li> </ol>
Credit Points:	12 credit points
Assessment	<ul style="list-style-type: none"> <li>▪ Assignment based</li> </ul>
Teaching Mode (Full-Time)	<p>Lectures: 60 hours  Tutorials/workshop: 30 hours  Private Study: 30 hours  Total: 120 hours</p>

## Westwood Dynamic Limited

Subject	<b>Strategic Human Resource Management</b>								
Aims and Objectives	<p><b>Aims:</b></p> <ol style="list-style-type: none"> <li>1. To develop an understanding of the strategic role of human resources management (HRM) in organizational success.</li> <li>2. To explore how HRM practices align with organizational objectives and contribute to competitive advantage.</li> <li>3. To equip students with the knowledge and skills necessary to design and implement effective HRM strategies.</li> </ol> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the concept of strategic HRM and its significance in organizational performance.</li> <li>2. To examine the role of HRM in attracting, retaining, and developing talent within organizations.</li> <li>3. To explore the integration of HRM practices with organizational strategy, culture, and structure.</li> <li>4. To analyze the impact of HRM on employee engagement, satisfaction, and productivity.</li> <li>5. To understand the importance of diversity, inclusion, and equity in HRM practices.</li> </ol>								
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of strategic HRM concepts, theories, and frameworks.</li> <li>2. Evaluate the alignment between HRM practices and organizational strategy, culture, and goals.</li> <li>3. Analyze the impact of HRM on employee performance, engagement, and retention.</li> <li>4. Design and implement HRM strategies to attract, develop, and retain talent within organizations.</li> <li>5. Incorporate diversity, inclusion, and equity considerations into HRM practices</li> </ol>								
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<b>Subject</b>	<b>Corporate Governance and Ethics</b>
<b>Aims and Objectives</b>	<p><b>Aims:</b></p> <ol style="list-style-type: none"> <li>1. To provide a comprehensive understanding of corporate governance principles and practices.</li> <li>2. To explore the ethical dimensions of corporate decision-making and behavior.</li> <li>3. To equip students with the knowledge and skills necessary to promote responsible and ethical corporate conduct.</li> </ol> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the concept of corporate governance and its significance in organizational management.</li> <li>2. To examine the role of boards of directors, shareholders, and other stakeholders in corporate governance.</li> <li>3. To explore the regulatory frameworks and codes of conduct governing corporate governance practices.</li> <li>4. To analyze ethical dilemmas and challenges faced by organizations in various industries and contexts.</li> <li>5. To understand the importance of corporate social responsibility (CSR) and sustainability in corporate governance.</li> <li>6. To develop critical thinking and problem-solving skills through case studies and ethical dilemmas.</li> </ol>
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of corporate governance structures, mechanisms, and theories.</li> <li>2. Evaluate the effectiveness of corporate governance practices in promoting accountability, transparency, and stakeholder value.</li> <li>3. Analyze ethical dilemmas and decision-making processes within organizations.</li> <li>4. Apply ethical frameworks and principles to resolve ethical issues in corporate settings.</li> <li>5. Assess the impact of corporate decisions on various stakeholders and society as a whole.</li> <li>6. Communicate effectively with stakeholders to promote ethical behavior and corporate responsibility.</li> </ol>
<b>Credit Points:</b>	12 credit points
<b>Assessment</b>	<ul style="list-style-type: none"> <li>▪ Assignment based</li> </ul>
<b>Teaching Mode (Full-Time)</b>	<p>Lectures: 60 hours  Tutorials/workshop: 30 hours  Private Study: 30 hours  Total: 120 hours</p>

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Subject	<b>Financial Strategy and Risk Management</b>								
Aims and Objectives	<p><b>Aims:</b></p> <ol style="list-style-type: none"> <li>1. To provide a comprehensive understanding of financial strategy formulation and implementation.</li> <li>2. To explore the role of risk management in enhancing financial performance and resilience.</li> <li>3. To equip students with the knowledge and skills necessary to make informed financial decisions in complex environments.</li> </ol> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the concept of financial strategy and its importance in organizational success.</li> <li>2. To examine various financial tools, techniques, and frameworks for strategic decision-making.</li> <li>3. To analyze the relationship between financial strategy and organizational goals, stakeholders, and external environment.</li> <li>4. To explore the principles and practices of risk management in the context of financial decision-making.</li> <li>5. To understand the importance of financial planning, budgeting, and forecasting in strategic financial management.</li> </ol>								
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of financial strategy concepts, theories, and frameworks.</li> <li>2. Evaluate the alignment between financial strategy and organizational goals, risk appetite, and external factors.</li> <li>3. Apply financial tools and techniques to analyze and interpret financial data for strategic decision-making.</li> <li>4. Assess financial risks and develop risk management strategies to mitigate potential threats.</li> <li>5. Utilize financial planning, budgeting, and forecasting techniques to support strategic decision-making.</li> </ol>								
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<b>Subject</b>	<b>Entrepreneurial Leadership</b>
<b>Aims and Objectives</b>	<p><b>Aims:</b></p> <ol style="list-style-type: none"> <li>1. To develop an understanding of the intersection between entrepreneurship and leadership.</li> <li>2. To explore the qualities and behaviors of entrepreneurial leaders in driving innovation and growth.</li> <li>3. To equip students with the knowledge and skills necessary to lead entrepreneurial ventures effectively.</li> </ol> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the concept of entrepreneurial leadership and its significance in fostering innovation and organizational success.</li> <li>2. To examine the characteristics, traits, and behaviors of entrepreneurial leaders.</li> <li>3. To explore the role of entrepreneurial leadership in recognizing and exploiting opportunities in dynamic environments.</li> <li>4. To analyze the relationship between entrepreneurial leadership, organizational culture, and strategic direction.</li> <li>5. To understand the importance of vision, creativity, and resilience in entrepreneurial leadership.</li> </ol>
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of the concept of entrepreneurial leadership and its relevance in contemporary business environments.</li> <li>2. Evaluate the characteristics and behaviors of successful entrepreneurial leaders.</li> <li>3. Analyze the impact of entrepreneurial leadership on organizational culture, innovation, and performance.</li> <li>4. Identify and assess entrepreneurial opportunities and develop strategies for pursuing them.</li> <li>5. Utilize creativity, vision, and resilience to navigate challenges and uncertainties in entrepreneurial ventures.</li> </ol>
<b>Credit Points:</b>	12 credit points
<b>Assessment</b>	<ul style="list-style-type: none"> <li>▪ Assignment based</li> </ul>
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<b>Subject</b>	<b>Advanced Operations Management</b>
<b>Aims and Objectives</b>	<p><b>Aims:</b></p> <ol style="list-style-type: none"> <li>1. To provide an in-depth understanding of advanced concepts and techniques in operations management.</li> <li>2. To explore contemporary issues and trends in the field of operations management.</li> <li>3. To equip students with the knowledge and skills necessary to optimize operations in diverse organizational contexts.</li> </ol> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to advanced concepts and theories in operations management, including lean principles, Six Sigma, and agile methodologies.</li> <li>2. To examine the role of operations management in driving organizational performance, competitiveness, and sustainability.</li> <li>3. To explore emerging trends and technologies shaping the future of operations management, such as Industry 4.0 and supply chain digitization.</li> <li>4. To analyze strategies for improving operational efficiency, quality, and flexibility while reducing costs and risks.</li> <li>5. To understand the importance of operations strategy alignment with overall business strategy and customer needs.</li> </ol>
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of advanced operations management concepts, theories, and methodologies.</li> <li>2. Evaluate the impact of operations management on organizational performance, competitiveness, and sustainability.</li> <li>3. Apply lean principles, Six Sigma, agile methodologies, and other advanced techniques to optimize operations processes.</li> <li>4. Utilize emerging technologies and trends to enhance operational efficiency, agility, and responsiveness.</li> <li>5. Develop and implement operations strategies aligned with overall business objectives and customer requirements.</li> </ol>
<b>Credit Points:</b>	12 credit points
<b>Assessment</b>	<ul style="list-style-type: none"> <li>▪ Assignment based</li> </ul>
<b>Teaching Mode (Full-Time)</b>	<p>Lectures: 60 hours  Tutorials/workshop: 30 hours  Private Study: 30 hours  Total: 120 hours</p>

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<b>Subject</b>	<b>Marketing Analytics</b>								
<b>Aims and Objectives</b>	<p><b>Aims:</b></p> <ol style="list-style-type: none"> <li>1. To provide a comprehensive understanding of marketing analytics and its application in decision-making.</li> <li>2. To explore the role of data-driven insights in optimizing marketing strategies and campaigns.</li> <li>3. To equip students with the knowledge and skills necessary to analyze marketing data effectively.</li> </ol> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the fundamental concepts and principles of marketing analytics.</li> <li>2. To familiarize students with various marketing analytics tools, techniques, and platforms.</li> <li>3. To explore the use of data mining, segmentation, and predictive modeling in marketing analysis.</li> <li>4. To analyze the effectiveness of marketing campaigns, channels, and initiatives using quantitative methods.</li> <li>5. To understand the importance of data privacy, ethics, and security in marketing analytics.</li> <li>6. To develop critical thinking and problem-solving skills through hands-on exercises and case studies.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of marketing analytics concepts, theories, and methodologies.</li> <li>2. Utilize marketing analytics tools and techniques to collect, analyze, and interpret marketing data.</li> <li>3. Apply segmentation, targeting, and positioning strategies based on data-driven insights.</li> <li>4. Evaluate the effectiveness of marketing campaigns and initiatives using key performance indicators (KPIs) and metrics.</li> <li>5. Utilize predictive modeling and forecasting techniques to anticipate market trends and consumer behavior.</li> </ol>								
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Subject	<b>International Business Strategy</b>
Aims and Objectives	<p><b>Aims:</b></p> <ol style="list-style-type: none"> <li>1. To develop a comprehensive understanding of the complexities and challenges of international business strategy.</li> <li>2. To explore the strategic choices and considerations involved in operating across borders.</li> <li>3. To equip students with the knowledge and skills necessary to formulate and implement effective international business strategies.</li> </ol> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the concepts, theories, and frameworks of international business strategy.</li> <li>2. To examine the impact of globalization, trade agreements, and geopolitical factors on international business.</li> <li>3. To analyze the strategies and tactics employed by multinational corporations to enter and compete in foreign markets.</li> <li>4. To understand the role of culture, ethics, and sustainability in international business strategy.</li> <li>5. To explore the challenges and opportunities associated with managing international operations, supply chains, and partnerships.</li> </ol>
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of international business strategy concepts, theories, and frameworks.</li> <li>2. Evaluate the impact of globalization, trade policies, and cultural factors on international business operations.</li> <li>3. Analyze the competitive landscape and market dynamics of international markets.</li> <li>4. Formulate and implement entry strategies for international markets, considering factors such as market selection, mode of entry, and adaptation of products and services.</li> <li>5. Assess the risks and challenges of conducting business in foreign markets and develop strategies to mitigate them</li> </ol>
Credit Points:	12 credit points
Assessment	<ul style="list-style-type: none"> <li>▪ Assignment based</li> </ul>
Teaching Mode (Full-Time)	<p>Lectures: 60 hours  Tutorials/workshop: 30 hours  Private Study: 30 hours  Total: 120 hours</p>

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<b>Subject</b>	<b>Business Innovation and Technology</b>								
<b>Aims and Objectives</b>	<p><b>Aims:</b></p> <ol style="list-style-type: none"> <li>1. To explore the role of innovation and technology in driving business growth and competitiveness.</li> <li>2. To examine the processes and strategies for fostering innovation within organizations.</li> <li>3. To equip students with the knowledge and skills necessary to leverage technology for business success.</li> </ol> <p><b>Objectives:</b></p> <ol style="list-style-type: none"> <li>1. To introduce students to the concepts of innovation and technology and their significance in modern business environments.</li> <li>2. To explore the various types of innovation, including product, process, and business model innovation.</li> <li>3. To examine the factors that influence innovation adoption and diffusion within organizations.</li> <li>4. To analyze the impact of emerging technologies, such as artificial intelligence, blockchain, and IoT, on business innovation.</li> <li>5. To understand the importance of organizational culture, leadership, and structure in fostering innovation.</li> </ol>								
<b>Learning Outcomes</b>	<ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of the concepts of innovation and technology and their interplay in business environments.</li> <li>2. Evaluate different types of innovation and their relevance to organizational goals and objectives.</li> <li>3. Analyze the factors that facilitate or hinder innovation adoption and diffusion within organizations.</li> <li>4. Assess the impact of emerging technologies on business models, processes, and strategies.</li> <li>5. Develop and implement strategies for fostering a culture of innovation within organizations.</li> <li>6. Utilize technology tools and platforms to support innovation processes and initiatives.</li> </ol>								
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