



MODULE SPECIFICATION

Part 1: Information			
Module Title	Financial Aspects for Marketing, Events & Tourism		
Module Code	UMADDF-15-2	Level	2
For implementation from	September 2013		
UWE Credit Rating	15	ECTS Credit Rating	7.5
Faculty	FBL	Field	Accounting and Finance
Department	BBS: Business and Management		
Contributes towards	BA (Hons) Marketing, BA (Hons) Marketing Communications, BA (Hons) Business Management with Marketing, BA (Hons) Tourism Management, BA (Hons) Business Management with Tourism		
Module type:	Standard		
Pre-requisites	UMAD4U-15-1 or UMAD4V-15-1 or UMAD4W-15-1 or UMADDN-15-1		
Excluded Combinations	Any of Financial Aspects for Marketing, Events & Tourism (<i>variants</i>): UMAD5H-15-2 UMAD5J-15-2 UMAD5K-15-2		
Co- requisites	None		
Module Entry requirements	N/A		

Part 2: Description	
<p>The module will be problem orientated, taking realistic business settings and showing how techniques of financial analysis can be employed to clarify alternatives and set out their financial consequences. Students will calculate and manipulate financial information and present this data in a form suitable for managers</p> <p>The module will be taught through a combination of lectures, tutorials and online provision via Blackboard. Lectures are intended to promote, outline and introduce students to topics and will normally require students to participate as well as to listen and reflect.</p> <p>Workshops will offer students the opportunity to apply their knowledge to practice questions and practical examples and to ask questions and share ideas within a relaxed learning environment.</p> <p>Extensive use will be made of the Blackboard Virtual Learning Environment, where students can access course materials; lecture slides, workshop questions and answers, links to web resources, announcements and discussion boards.</p> <p>Students will be encouraged to read recent practitioner and academic research where appropriate.</p> <p>Learning and teaching methods: The module will be taught in the first semester with the final assessment being the examination in the January assessment period.</p>	

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There will be 36 hours scheduled teaching time (3 hours a week for 12 weeks). In addition students will be expected to spend a further two hours a week in independent study reviewing lecture notes and suggested reading and preparing for seminars. The assessments will require a further 42 hours for group and individual work on coursework and revision for the final examination

You will cover:

- Assessing company performance and the financial strength of the organisation
- Investment in new or expanded facilities based on evaluation of projected financial returns using investment appraisal techniques: Payback and ARR
- Investment in new or expanded facilities based on evaluation of projected financial returns using investment appraisal techniques: NPV and IRR
- Brand Valuation
- Development of plans and budgets and the influence of target setting on managers
- Key performance indicators, including the Balanced Scorecard and Responsibility Accounting
- Transfer Pricing
- Calculating full product costs: Absorption costing
- Calculating full product costs: ABC costing
- Target costing
- Short term decision making: including cost classification and the behaviour of costs, cost volume profit analysis, the importance of contribution and break even analysis
- relevant Costing and limiting factors

Part 3: Assessment

Formative Assessment

The students' understanding of key concepts is tested in an on-going manner throughout the course. In each lecture the students are required to complete at least 3 questions in 5 minutes to test what they have learned so far. The answers to these questions are then provided and discussed. The students are encouraged to discuss any problems they might have with these questions in the corresponding workshop session or straight after the lecture. In workshop sessions, once the required tasks are completed, students are presented with a relevant previous exam question. Students are encouraged to work in groups to answer these questions. The purpose of all the above activities is to help the students identify weak areas where further revision is required.

Summative Assessment

Component A- 2 hour examination

Component B – Group report – 1,500 words & Group Presentation (for which individual marks will be allocated)

Identify final timetabled piece of assessment (component and element)	Component A	
% weighting between components A and B (Standard modules only)	A:	B:
	60%	40%
First Sit		
Component A (controlled conditions) Description of each element	Element weighting (as % of component)	
1. Examination (2 hours)	100%	
Component B Description of each element	Element weighting (as % of component)	
1. Group Report 1,500 words	80%	
2. Individual contribution to group presentation	20%	
Resit (further attendance at taught classes is not required)		

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Component A (controlled conditions) Description of each element	Element weighting (as % of component)
1. Examination (2 hours)	100%
Component B Description of each element	Element weighting (as % of component)
1. Individual Report (1500 words)	80%
2. Reflective statement (500 words)	20%

Part 4: Learning Outcomes & KIS Data

Learning Outcomes	<p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> Assess organisational performance and financial strength through the calculation and interpretation of key accounting ratios (A) Understand and apply investment appraisal techniques to evaluate long-term investment decisions (A,B) Understand the process and purpose of valuing brands (A, B) Understand the key elements of long-term business planning (A,B) Explain how financial information systems within business organisations aid senior managers in planning and controlling activities with particular reference to the role of budgets (A, B) Identify the potential organisational & behavioural implications of using accounting and management control systems (A, B) Explore the use of performance measurement systems in organisations, with particular reference to the Balanced Scorecard and responsibility accounting (A, B) Understand the concept of transfer pricing and apply the methods used to establish an appropriate price for the internal transfer of goods and services (A) Calculate appropriate costs and selling prices for products and services using absorption, activity-based and target costing (A) Use marginal costing, breakeven analysis, cost-volume-profit analysis, and relevant costing to make short-term decisions (A)
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Key Information Sets Information (KIS)
Contact Hours
Total Assessment

Key Information Set - Module data				
<i>Number of credits for this module</i>				
				15
Hours to be allocated	Scheduled learning and teaching study hours	Independent study hours	Placement study hours	Allocated Hours
150	36	114	0	150

The table below indicates as a percentage the total assessment of the module which constitutes a;

Written Exam: Unseen or open book written exam

Coursework: Written assignment or essay, report, dissertation, portfolio, project or in class test

Practical Exam: Oral Assessment and/or presentation, practical skills assessment, practical exam (i.e. an exam determining mastery of a technique)



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	<p>Total assessment of the module:</p> <table data-bbox="635 232 1326 383"><tr><td>Written exam assessment percentage</td><td>60%</td></tr><tr><td>Coursework assessment percentage</td><td>40%</td></tr><tr><td>Practical exam assessment percentage</td><td>0%</td></tr><tr><td></td><td>100%</td></tr></table>	Written exam assessment percentage	60%	Coursework assessment percentage	40%	Practical exam assessment percentage	0%		100%
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Coursework assessment percentage	40%								
Practical exam assessment percentage	0%								
	100%								
Reading List	<p>The essential and further reading of the module is included in the reading list available online at: https://rl.talis.com/3/uwe/lists/E03FF210-A528-026A-D2F9-98B176AAA2B1.html</p>								

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First CAP Approval Date	CAP 26/7/12			
Revision CAP Approval Date	17 April 2013	Version	1.1	
Revision ASQC Approval Date <i>Update this row each time a change goes to ASQC</i>			2	<i>Link to RIA</i>