BA (Hons) Retail Marketing Management

Level 5 Option Modules

This document contains your option module choice form for completion and option module descriptions.
You are required to choose ONE option from the list below. To help you choose, see the option module descriptions below.

**Student Name:** ..........................................................  **Student ID:** .................................................

Please complete this form and return by 1 September 2010 to:

Retailing Course Administrator  
Leeds Metropolitan University  
Macaulay Hall  
Headingley  
Leeds LS6 3QN

Or e-mail the form to retailcourses@leedsmet.ac.uk

<table>
<thead>
<tr>
<th>Module ID</th>
<th>CRN ID</th>
<th>Semester 1</th>
<th>Semester 2</th>
<th>Module Title</th>
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*Languages*:  
*Please select the language you wish to study this year*  
- French  
- German  
- Spanish  
- English (for overseas students only)

Option modules are offered subject to availability and demand.

*Please read the Language module description before you choose this option. If you select a Language please complete the additional form below.

**Student Signature:** ..........................................................  **Date:** .........................
If you have selected a Language as your option module:

Please complete this form to provide details about Languages you have previously studied and the highest level of language study you have attained.

Remember that languages run across both semesters so please consider the work balance carefully.

<table>
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<tr>
<th>Student Name:</th>
<th>Student ID No:</th>
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<tr>
<td>Language:</td>
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School / College (or other):

Previous qualification(s):

Other experience in the language:

Other relevant information on your language level:
Individual Personal Development

The aim of this module is to provide students with a structured programme of reflection that will complement and integrate skills and knowledge developed during their academic studies with those gained and developed working, paid or unpaid, in the workplace, studying a language or whilst undertaking voluntary work.

It allows students the opportunity of taking responsibility for their own personal and professional development, learning and progress, and to enhance their inter-personal and employability skills.

On successful completion of this module, you will be able to:

- Analyse the skills required to be an effective employee within the organisation;
- Complete a skills audit, identify skills gaps, plan a learning and training cycle and reflect on progress during the period;
- Work effectively at a technical or even supervisory level applying skills and knowledge appropriate to the situation;
- Develop analytical skills in relation to problem-solving within the organisation.

The Key Skills you will develop include:

- Planning & Management of Learning
- Interactive and Group Skills
- Managing Tasks and Solving Problems
- Self Appraisal and Reflection on Practice
- Employability

Course content includes

- The student will design and implement their own portfolio of work experience (paid and unpaid);
- The student may spend the year working for one employer or decide on a series of different experiences;
- The student can choose to study a language;
- The specific content of the learning agreement covering the student’s work experiences will be negotiated between the student and the host organisation, in agreement with the module tutor;
- It will take account of the needs of the student and the requirements of the course:

Assessment: 100% coursework
The purpose of this module is to develop your interest in being an employer; to raise your level of awareness and aspirations and to appraise your entrepreneurial skills. Given the level of interest in enterprising activity this module will enable you to develop and evaluate business ideas and to enable the development of a successful business plan.

On successful completion of this module, you will be able to:

- Develop a business plan
- Show an awareness of the advantages and disadvantages of going in to a small business
- Understand the reasons for failure, the motivation and the determination of people in relation to small business start-ups
- Have the ability to interact with groups and individuals from professional and vocational settings.

The Key Skills you will develop include:

- Planning & Management of Learning
- Communication & Presentation
- Interactive and Group Skills
- Managing Tasks and Solving Problems
- Synthesis and Creativity

The module will be delivered around a business planning theme and will cover the following:

- Methods of starting a business: Franchising; buying an ongoing concern; starting a new business.
- Status: sole trader, partnership, limited liability, co-operative
- Idea generation: product/service viability
- Validation of the idea: product/service testing
- Operational requirements: resource requirements, timing, sources of assistance, the customer, state of business
- Sources of finance: identification and evaluation of sources of finance and negotiations for finance
- Establishing clear policies: with work force, suppliers and customers
- Survival & growth: consolidating business models and developing strategies for growth.

Assessment: 100% coursework: Presentation & written business plan.
European Business Practice

This module provides you with the experience of working with students from other European institutions of Higher Education through a study of European business culture and practice. This will include a study of the practical, economic, social and cultural setting of these practices. You will jointly work together to build a portfolio of information on the business culture and practice of several European countries.

On successful completion of this module, you will be able to:

- Demonstrate knowledge of business culture and practices in several different countries of Europe
- Work within a cross-national group of their peers
- Use different media and formats to communicate effectively with members of other institutions in other European countries
- Analyse the interaction of business behaviour within the broader social and cultural environment

The key skills you will develop include:

- Operational
- Planning & Management of Learning
- Communication & Presentation
- Interactive and Group Skills
- Knowledge and Understanding
- Managing Tasks and Solving Problems
- Self Appraisal and Reflection on Practice
- Synthesis and Creativity
- Cultural Awareness

Course content includes:

- Business culture: values, attitudes, behaviour;
- Management styles: formal and informal management structures.
- Organisational politics.
- Communication and culture: communication process; para-communication; written communication; verbal communication.

Assessment: 100% coursework.
Languages

If you are interested in Languages:

- The Language module runs over BOTH semesters for the full academic year.

- There are NO minimum requirements for your language option and complete beginners are accepted.

- French, German, Spanish and EFL are normally taught with full-time undergraduate Language students.

- If you would like to study a different language, Leeds Met also offer a wide range of part-time language courses in 25 different languages which you can take as your option. Please visit the part-time languages website to see the range of languages available: www.leedsmet.ac.uk/part-timelanguages. Please note that these classes are taken with the general public and have a more general content. Also the majority of the classes take place in the evening.

- On your Option Module Choice form, please specify which language you would like to study and complete the Language Option Module form to provide details of any language qualifications you have, along with any practical experience you may have in the language you are choosing to study e.g. you lived in Italy for 3 months, as well as any other languages you have previously studies.

- We will place you in the most appropriate class, but we reserve the right to move you up or down once we have fully assessed your level.

- You can study more than one language, however you may be required to pay a small fee for additional languages.

- Language classes may need a minimum number to be viable. If a particular class does not recruit sufficient numbers you will be offered an alternative. Failing this you will be asked to select an alternative option from your main course of study.