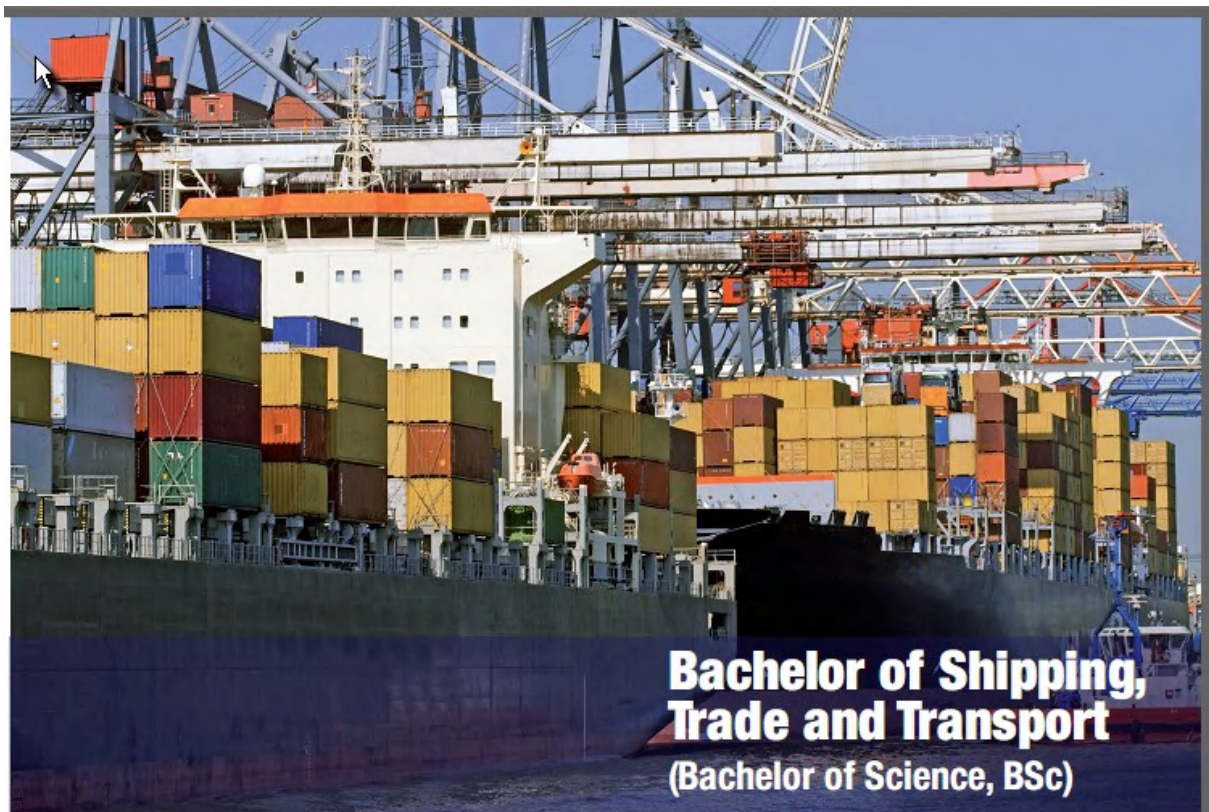


Workbook / Kurshandbuch



**Ein akademischer Abschluss für
Kaufleute in Schifffahrt, Transport
und Handel**

Beschreibung der Module des Studiums und Inhalte

Abläufe

Bestimmungen

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MN2007 Workplace Report

Teaching Location	HST/Distance Learning
Teaching Semester	Spring
Module Level	I
Home Academic Department	<u>LMBS/HST</u>
Module Leader London
Module Leader Hamburg	Dr. Merv Rowlinson
Module Web Site	<u>MN2007</u>
Teaching Mode	Workshop/Distance Learning
Module Title	Workplace Report
Timeslot	Evening/Saturday/Distance Learning
Credit Rating For Module	15

Module Summary

CODE: MN2007

TITLE: Workplace Project

BRIEF DESCRIPTION: Work experience is an important part of any Business Degree. On the evening degree this experience is obtained concurrently with the part-time studies for the modules at Intermediate Level. The work experience will be obtained through the Dual Apprenticeship experiences of the student. The project will link academic work with the workplace so as to develop and exploit knowledge and skills in the students' organisation and the wider business environment.

TEACHING MODE: Evening/Saturday. A series of workshops will be offered., allowing students to relate their placement experience to the academic process. A distance learning support system is also offered.

SEMESTER: Spring

PREREQUISITE: Successful completion of Dual Apprenticeship Scheme.

ASSESSMENT: 100% Project

Summary Description of Assessment Items

(See Explanations and Definitions)

Assessment type	Description of item	% Weighting	Qual Mark	Week due
CWK	5,000 word Report	100	40%	End of Bridging Course

Module Aims

- To use and relate the academic work of students to employer and employee's needs.
- To develop the personal qualities of students and a more professional attitude to work.
- To develop an understanding of how their organisation operates.

The module aims address the following graduate attributes, A1 and A2.

Syllabus

The students will be expected to;

Present an outline the company in terms of,

- (a) the principal products/services and their characteristics;
- (b) the main markets served and their characteristics;
- (c) the main sources of competition and their characteristics;
- (d) the types of technology involved and their characteristics;
- (e) historical development of the company;
- (f) mission statement and declared objectives;
- (g) financial performance;
- (h) financial structure;
- (i) communication and information systems;
- j) management style-values and priorities, responsiveness to external change and management succession, etc.

Project Objectives:

To present an outline the Company's organisation and show the place of the particular department or section in which the student's work experience was undertaken.

Describe and analyse the work roles, tasks and responsibilities of the work..

Identify special opportunities and problems faced and the means adopted for exploiting and overcoming these during the work experience.

Describe and analyse the operations of the Company in terms of such functions as logistics, production and marketing and management's approaches to procurement, staffing, financing and technological development.

Identify and analyse any differences between theory studied and operational practices perceived.

The report also may be expected to show the impact of

(a) government measures and policies;

(b) the economy;

(c) changing social attitudes on the market supplied by the Company and the industry to which the Company belongs.

Learning and Teaching

The learning and teaching will be focus on regular meetings with the course organiser to discuss the structure and development of the Report as well as the student's own self reflection on his/her workplace and the degree.

Learning Outcomes

The work experience report offers a means by which the student can:

- assess the general benefits obtainable from experiential learning in a company setting and reflect on the part experiential learning contributes towards business education at the undergraduate degree level;
- judge the worth of in-class conceptual learning for performing better business;
- demonstrate an understanding of organisational processes, showing how these can create, co-ordinate and direct tasks in the interests of overall corporate purpose;
- describe the training given and show how the work undertaken related to the Organisation of the company as a whole;
- provide a structured and critical evaluation of the actual work programme in terms of its value to the Business Degree course.

Assessment Strategy

Two copies of a typed report of no more than 5,000 words have to be presented by the student to the Course Tutor within one month of the end of the period to be counted as the work place project.

Bibliography

Cameron, S. (2007) *The Business Student's Handbook: Learning Skills for Study and Employment*, 4th Edition. London: FT/Prentice Hall

Alderton, P (2008) ***Port Operations & Management*** . 3rd Edition London: Informa

Howard, K. Sharp, J, A. Peters, J.(2002) ***The Management of a Student Research Project***
Farnham: Gower Publishing Ltd

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On-Line Resources

Rushton, A. Baker, P. Croucher, P. (2006) ***The Handbook of Logistics and Distribution*** (
3rd edition), London: Kogan Page.

Available as Ebook (eisbn 9780749449346)

Via <http://catalogue.londonmet.ac.uk>

Fairplay International Shipping Weekly

Harvard Business Review.

Lloyd's List. Emerald - Inter-disciplinary database, especially useful for
management related articles.

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MN3018 Research Methodology

Teaching Location	HST
Teaching Semester	Autumn
Module Level	H
Home Academic Department	<u>LMBS</u>
Module Leader	Professor Jürgen.Breitschuh
Module Web Site	<u>MN3018</u>
Teaching Mode	Lecture/Tutorial
Module Title	Research Methodology
Timeslot	Evening/Saturday
Credit Rating For Module	15

Module Summary

CODE: MN3018C/N

TITLE: Research Methodology

BRIEF DESCRIPTION: Producing a final level dissertation/research project is one of the most important, and difficult, accomplishments of a graduate. It therefore needs systematic preparation and reflection for the graduate to obtain full value from the process. This unit provides this opportunity and allows the student to incorporate their experience of a work placement in the preparation of their project.

SEMESTER: Autumn and Spring Semester

PREREQUISITE: Dual Apprenticeship.

ASSESSMENT: Statement of title and abstract, literature search (40%), evaluation of methodologies (60%)

Summary Description of Assessment Items

<u>Assessment type</u>	<u>Description of item</u>	<u>% Weighting</u>	<u>Qual Mark</u>	<u>Week due</u>
<u>CWK</u>	<u>Statement of title and abstract</u>	-	-	<u>4</u>
<u>CWK</u>	<u>Critical Literature Review 2,500 words</u>	<u>40</u>	-	<u>7</u>
<u>CWK</u>	<u>Evaluation of methodologies 2500 words</u>	<u>60</u>	-	<u>10</u>

Module Aims

The aim of this unit is to provide the student with an understanding of the procedures; methodologies and analytical tools needed to produce a final level degree research project or dissertation. It also aims to link the work experience of the students to the preparation of a project incorporating elements of that work experience.

The graduate attributes focused on in this module are A2 and A3

Syllabus

1. Recognising good and bad dissertations, criteria, the role of the supervisor.
2. Reviewing, reflecting and using academic and work experience
3. Choice of subject, how to choose, types of dissertation.
4. Literature search, review of sources, information management, critical evaluation, referencing.
5. Key skills, communication, numeracy, IT, critical thinking, problem solving.
6. Presentation of report, alternative styles/formats, adhering to instructions, the importance of clarity and explanations, the balanced argument, the mix of theory and application.
7. Methodology, range of approaches, practical considerations, questionnaire design, sampling types and sizes.
8. Interpreting findings, recommendations and conclusions

Learning and Teaching

The course will consist of a mix of lectures, tutorials and workshops. The aim will be to produce a student who can independently choose and research a challenging and worthwhile dissertation. The lectures will provide the essential information with examples of good practise but the main emphasis will be on problem solving in tutorials and workshops. The workshops will be based on the students bringing in their own work to be discussed, with students forming self-help groups to answer questions. Tutors will act as facilitators while also providing some one to one tuition time in every tutorial.

Learning Outcomes

After successfully completing this module, the student will: -

1. Understand the regulations that determine the standard and format of a final level degree dissertation A2
2. Be able to produce a literature review with correct referencing A2
3. Be able to discover and manage information for a research objective A2,A3
4. Be able to choose a suitable subject for a dissertation at this level which incorporates their work experience A2
5. Understand the range of methodologies available and be able to choose and use an appropriate one A3

Assessment Strategy

The assessment is designed to encourage the student to sectionalise the tasks, deliver them at regular intervals and receive and act on the resultant regular feedback.

Assessment will consist of: -

- a statement of the title of the dissertation with a short abstract
- a literature search with full referencing (40% weighting)

- a critical evaluation of methodologies resulting in a selection of an appropriate methodology (60% weighting)

As suggested above each part of this assessment shall be produced at regular intervals during the course – the timetable to be provided at the start of the course.

Bibliography

Saunders, M., Lewis, P & Thornhill, A. (2009) *Research Methods for Business Students*. 5th Edition. London: FT/Times/Prentice Hall.

Cameron, S. (2007) *The Business Student's Handbook: Learning Skills for Study and Employment*, 4th Edition. London: FT/Prentice Hall.

Howard, K. Sharp, J, A. Peters, J.(2002) *The Management of a Student Research Project* Farnham: Gower Publishing Ltd

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ST (CA)3007 Strategic Management in the Shipping, Trade & Transport Industry

Teaching Location	HST Hamburg
Teaching Semester	Autumn
Module Level	H
Home Academic Department	<u>LMBS</u>
Module Leader London	Nick Coleman
Module Leader Hamburg	Professor Juergen Breitschuh
Module Web Site	<u>ST 3007 Ham</u>
Teaching Mode	Lecture/Tutorial
Module Title	Strategic Management in the Shipping, Trade & Transport Industry
Timeslot	Evening/Saturday
Credit Rating For Module	15

Module Summary

CODE: ST 3007 Ham

TITLE: Strategic Management in the Shipping, Trade & Transport Industry

BRIEF DESCRIPTION: To gain insight on what it means to manage strategically and to acquire the skill to devise, evaluate, implement and plan business strategy in the shipping, trade & transport industry

SEMESTER: Autumn

PREREQUISITES: Level 1 Shipping Business & Management, Level 2 Transport & Society Contemporary Issues.

ASSESSMENT: 50% coursework; 50% final examination

Summary Description of Assessment Items

(See [Explanations and Definitions](#))

Assessment type	Description of item	% Weighting	Qual Mark	Qual Set	Tariff	Week due
CWK	Out-of-class assignment 3500 words	50	-	-	3,500 words	8
CWK	2 hour Final examination	50	40%	-	2 hours	15

Module Aims

The graduate attribute for this module is A2 (performance in a variety of idioms and contexts).

The aim of the module is to:

- understand the difference between operational and strategic planning
- gain insight on what it means to manage strategically
- learn to appraise the corporate/business strategy within shipping, transport & trade.

Syllabus

- Define business strategy.
- Macro-environmental analysis.
- Global benchmarks in labour, capital and management of ST & T

Competitive analysis of mergers and alliances.

- Evaluation of ST & T business strategy plans, globally.
- Optimisation of resources, profit potential and competitive advantage.

Learning and Teaching

The formal delivery of the teaching and learning will be based on three hours contact time each week. The contact will be divided into two parts; a one hour lecture and a two hour tutorials and workshops. The Student Module Handbook, guided readings and practical activity further support the module. The lecture periods will combine a mixture of teaching and learning techniques that may consist of the following:

- Formal lectures
- Guest speakers and presentations
- Videos
- Case studies
- Informal interactive discussions
- Panel discussions/student presentations

Learning Outcomes

On successful completion of the module the student will be able to:

- construct alternative strategic plans using macro-environmental analysis [A2]
- assess the linkages between industrial trends and strategic opportunities [A2]
- evaluate ST & T business strategy plans [A2]
- appraise and optimise profit potential and competitive advantage [A2]

Assessment Strategy

Assessment of this module consists of an out-of-class assignment (3,500 words) and a final exam (2 hours).

Bibliography

- Lorange, P. (2005) ***Shipping Company Strategies***. Amsterdam: Elsevier.
- Brooks, M. (2000) ***Sea Change in Liner Shipping: Regulation and Managerial Decision Making in a Global Industry***. Amsterdam/Oxford: Pergamon.
- Stopford, M. (2009) ***Maritime Economics***, 3rd ed Oxford: Routledge
- Bea, F.X. (2001) ***Strategisches Management***, 3. Aufl., Stuttgart
- Breitschuh, J. Wöller, T. (2007), ***Internationales Marketing***: München: Ausgewählte Strategien zur Sicherung von Absatz- und Beschaffungsmärkten,
- Müller, S. Kornmeier, M. (2002) ***Strategisches Internationales Management***, München
- Smith, P. Berry, C.
Pulford, A. (2002), ***Strategic Marketing Communications***, 3rd Edition.
London: Kogan Page.

Journals:

Deutsche Schifffahrts Zeitung THB www.thb.info
Maritime Policy and Management
Intercargo Bulletin
Fairplay www.fairplay.co.uk
Lloyd's List www.lloydslist.com
Lloyd's Ship Manager
Lloyd's Maritime Economist
BIMCO Bulletin
Sea Trade Review

On-Line Resources

Via <http://catalogue.londonmet.ac.uk>

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MK3010 International Marketing 2

Teaching Location	HST
Teaching Semester	Autumn
Module Level	H
Home Academic Department	HST
Module Leader London Module Leader Hamburg	Graham Hankinson
Module Web Site	<u>MK3010</u>
Teaching Mode	Lecture/Tutorial
Module Title	International Marketing 2
Timeslot	Evening/Saturday
Credit Rating For Module	15

Module Summary

CODE: MK3010

TITLE: International Marketing 2

BRIEF DESCRIPTION: This module aims to explore current concepts, theories and strategies in international marketing; at the same time the unit offers the possibility to explore marketing practices in various global service industries.

SEMESTER: Spring

PREREQUISITES:

- Shipping Business & Marketing Management
- Marketing & Economics of Maritime Trade
- MN3018 Research Methodology

ASSESSMENT: Coursework (50%) + Exam (50%)

Summary Description of Assessment Items

(See [Explanations and Definitions](#))

Assessment type	Description of item	% Weighting	Qual Mark	Week due
GRO	Coursework: international marketing programme (group presentation & project)	50	-	
EXU	3 hour unseen exam	50	-	

Module Aims

This module has been designed as a level three-module intended for those students keen to specialise in international marketing management and practice. It will give the students a thorough understanding of marketing principles and strategies in the international marketplace. The complexities of this marketplace and implications for global marketing management are considered. The module complements Level 1, Shipping Business & Marketing Management and Marketing & Economics of Maritime Trade. Also, Bridging Course, MN3018 Research Methodology in terms of content, design and the use of research methods.

Within this context the main aims of the module are to:

- enable students to explore the conceptual framework within which international marketing operates (A2)
- enable students to select and apply concepts and theories towards developing solutions to international marketing problems (A2)
- develop students' ability to analyse and synthesise concepts and theories, also explore their creativity in order to problem solve (A2 and A3)
- provide an understanding and practical application of the elements of the international marketing planning process (A3).

Syllabus

The module addresses the following core components:

- International marketing research
- International buyer behaviour and market segmentation
- International brand management, positioning and the globalisation of brands
- International marketing strategy
- Future international marketing decisions
- International marketing skills

Learning and Teaching

Teaching is structured around three hours of weekly contact time with the students. The three hours of contact time are structured as follows:

- Lecture - One hour per week - The lecture will describe and discuss the key weekly topic in

relation to theoretical aspects of international marketing and the application to international markets (other than home environment)

· Seminar - Two hours per week - The seminar represents a forum where the student will have the opportunity to discuss in more detail some of the theoretical and technical issues raised during the lecture. The seminar will have a student centred approach whereby students will lead and engage in the discussions in relation to the case studies and academic journal articles. All students are required to actively participate in classroom discussion of the critique. This approach to teaching aims at developing in students confidence and the ability to think critically, problem solve (by applying theory to practice) and to produce solutions.

Learning Outcomes

Upon successful completion of this module students will be able to:

1. understand contemporary theories supporting the development of international marketing, including theories on the globalisation of brands
2. understand and be able to apply the principles of international market segmentation and international brand positioning
3. be aware of, apply and understand the sources of marketing research information to support the international strategy process, and of the various methodologies used in this process
4. understand the issues surrounding the development of international marketing and how to select, implement, analyse and evaluate each element of the mix successfully.

Assessment Strategy

The assessment strategy is developed with the aim of testing the module's learning outcomes. In particular, students will be assessed by means of both formative and summative assessment through coursework and unseen examination:

Coursework (50% of overall mark): this component of the assessment will require students to prepare a group presentation and report of (i) an international marketing case (ii) an academic article about a topical international marketing issue. The coursework will be explicitly structured in order to develop and assess the students' ability to understand recent theories and concepts in order to problem solve and develop solutions. This assessment will test students' powers of analysis and creative thinking in addition to the ability to present ideas persuasively and to work cooperatively in group situations.

Exam (50% of overall mark): at the end of the semester students will be required to take a closed-book three-hour written examination. The examination will be designed to test the students' knowledge base: their ability to understand advanced theoretical concepts to apply them in the context of international marketing strategies.

BIBLIOGRAPHY

Basic Text:

Keegan W. J. Green, M.C. (2004) *Global Marketing*. Englewood Cliffs, NJ: Prentice Hall.

Shipping Related:

Lorange P. (2009) ***Shipping Strategy: Innovating for Success***. Cambridge: CUP.

Lorange, P (2005) ***Shipping Company Strategies***. Amsterdam: Elsevier.

Brooks, M. (2000) ***Sea Change in Liner Shipping: Regulation and Managerial Decision Making in a Global Industry***. Amsterdam/Oxford: Pergamon.

Stopford, M. (2009) ***Maritime Economics***, 3rd ed Oxford: Routledge

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Keegan, W.J. (2003) ***Global Marketing Management*** (any of the editions), New Jersey: Prentice Hall

Kotabe, M. and Helsen, K. (1998) ***Global Marketing Management***, New York: John Wiley

Globalisation

De Mooij, M. (1998) ***Global Marketing and Advertising. Understanding Cultural Paradoxes***, London: Sage

De Mooij, M. (2004) ***Consumer Behaviour and Culture. Consequences for Global Marketing and Advertising***, London: Sage Publications Ltd

De Mooij, M. (2005) ***Global Marketing and Advertising. Understanding Cultural Paradoxes***, 2nd edition, London: Sage Publications Ltd

Naisbitt, J. (1994) ***Global Paradox***, New York: William Morrow

Ohmae, K. (1985) ***Triad Power: The Coming Shape of Global Competition***, New York: Free Press

Ohmae, K. (1990) ***The Borderless World***, London: Collins

Relevant articles

Robson, M and Dunk, M. (1999) "Case study: Developing a pan-European co-marketing alliance: the case of BP-Mobil", ***International Marketing Review***, Vol. 16, No. 3, pp. 216-230.

Chen, I. and Wong, V. (2003), "Successful strategies of newly industrialised East Asian firms in Europe", ***European Journal of Marketing***, Vol. 37, No. 1-2, pp. 275-297.

Cravens, D. (2006), "Strategic marketing's global challenges and opportunities", in ***Handbook of Business Strategy***, Emerald, pp. 63-70.

Vrontis, D. and Vrontis, P. (2004), "Levi Strauss: an international marketing investigation" ***Journal of Fashion Marketing and Management***, Vol. 8, No. 4, pp. 389-398.

Wong, H. and Merrilees, B. (2007), "Multiple roles for branding in international branding", ***International Marketing Review***, Vol. 24, No. 4, pp. 384-408.

Fan, Y. (2006), "The globalisation of Chinese brands", ***Market Intelligence and Planning***,

Sheth, J. and Sharma, A. (2005) "International e-marketing: opportunities and issues", *International Marketing Review*, Vol. 22, No. 6, pp. 611-622.

Svensson, G. (2001), "Globalisation of businesses: a "glocal strategy" approach", *Management Decision*, Vol. 39, No. 1, pp. 6-18.

Whitelock, J. and Fastosa, F. (2007), "Understanding international branding: defining the domain and reviewing the literature", *International Marketing Review*, Vol. 25, No. 3, pp. 252-270.

Rundh, B. (2003), "Rethinking the international marketing strategy: new dimensions in competitive strategy", *Marketing Intelligence and Planning*, Vol. 24, No. 1, pp. 249-257.

Palumbo, F. and Herbig, P. (2000), "The multicultural context of brand loyalty", *European Journal of Innovation Management*, Vol. 3, No. 3, pp. 116-124.

Viswanathan, N. and Dickson, P. (2007), "The fundamentals of standardising global marketing strategy", *International Marketing Review*, Vol. 24, No. 1, pp. 46-63.

Holm, O. (2006), "Integrated marketing communication: from tactics to strategy", *Corporate Communications: An International Journal*, Vol. 11, No. 1, pp. 23-33.

Nicoulaud, B. (2000), "Problems and strategies in the international marketing of services", *European Journal of Marketing*, Vol. 23, No. 6, pp. 55-66.

Craig and Douglas, (2001) "Conducting international market research in the twenty first century", *International Marketing Review*, Vol. 18 No 1.

Hamel & Prahalad (1985) "Do you really have a global strategy?", *Harvard Business Review*, July-August.

Marsh, (2000) "International pricing – a market perspective", *Market Intelligence and Planning*, Vol. 18, No.4.

Additionally, students are expected to scrutinise the *Financial Times* and/or the *Economist* weekly.

On-Line Resources

Via <http://catalogue.londonmet.ac.uk>

Fairplay International Shipping Weekly

Harvard Business Review.

Lloyd's List. Emerald - Inter-disciplinary database, especially useful for management related articles.

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TL3005 International Purchasing

Teaching Location	HST
Teaching Semester	Autumn
Module Level	H
Home Academic Department	<u>LMBS</u>
Module Leader London Module Leader Hamburg	Debbie Holley
Module Web Site	<u>TL3005</u>
Teaching Mode	Lecture/Tutorial
Module Title	International Purchasing
Timeslot	Evening/Saturday
Credit Rating For Module	15

Module Summary

CODE: TL3005N

TITLE: International Purchasing

BRIEF DESCRIPTION: This module looks at different perspectives on importing from abroad.

SEMESTER: Autumn

PREREQUISITE: None

ASSESSMENT: 50% unseen exam, 50% coursework

Summary Description Of Assessment Items

(See [Explanations and Definitions](#))

Assessment type	Description of item	% Weighting	Qual Mark	Week due
CWK	1500-2000 word essay	50	-	10

Module Aims

The module aims to:

1. Assess the characteristics of international purchasing.
2. Evaluate the economic, commercial and political factors influencing this process
3. Critically review the associated procedures, risks and opportunities.

Syllabus

- Introduction to global business
- Global sourcing strategies
- Sourcing for world products and commodities
- Source locations and evaluation
- Terms & conditions of contract; Documentation; INCOTERMS
- Currency Management
- Associations and Institutions concerned with international trading:
The European Union; Quasi-Government and Government organisations: role and effect

Learning And Teaching

The teaching will take the form of lectures and seminars. Role play is used whenever possible in seminars where students are expected to discuss ethical issues from a range of different materials from different sources eg: government publications, pressure group literature, current issues in the press, current affairs video clips. Students are expected to allocate 150 hours' learning to this module, comprising: 30 hours contact time (some possibly online), 20 hours online, 50 hours directed study, 50 hours self-directed study. The course is supported by Weblearn and students with disabilities are able to access materials in alternative formats.

Learning Outcomes

On the successful completion of the module students should be able to:

1. Appreciate the implications of purchasing from overseas markets [A2];
2. Explain importing practicalities such as documentation, customs requirements, INCOTERMS and the organisations involved in the logistics of international sourcing. [A2];
3. Understand and explain the impact of international trading associations on purchasing organisations including an ethical evaluation [A3];
4. Demonstrate an awareness of the management of risk in international transactions (A2)
5. Analyse macroeconomic and political factors which may impact on sourcing decisions (A2).

Assessment Strategy

Assessment will consist of 50% two hour unseen examination, comprising of a short case study and 50% coursework which may include an element of online activity. The case study will typically include an ethical dimension. The coursework comprises an in depth analysis of a country related to a practical purchasing problem and it is expected that social and cultural aspects of business are identified as well as economic and political factors.

Bibliography

Hill. C. (2004) *International Business: Competing in The Global Marketplace*. Chicago: Irwin Professional Publishing.

Branch. A (2004) *International Purchasing & Management*. London: Thomson Learning.

Branch , A (2006) *Elements of Export Practice & Management*. London: Thomson Learning.

On-Line Resources

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[EC3033 Multinational Business](#)

Teaching Location	HST
Teaching Semester	Spring
Module Level	H
Home Academic Department	LMBS
Module Leader London	Tony Mananyi/Photis Lysandrou
Module Leader Hamburg	Georg-Christian Schaefer
Module Web Site	EC3033
Teaching Mode	Lecture/Tutorial
Module Title	Multinational Business
Timeslot	Evening/Saturday
Credit Rating For Module	15

Module Summary

Code: EC3033C/N

Title: Multinational Business

Brief description: This module provides a focused, comprehensive and relevant coverage of contemporary multinational businesses. The module will examine the effects of the internationalisation of the firm and its impact on the global economy. It will help students understand different ways of analysing multinational firms and their impact. It will explore the operation of multinational business in different regions of the world and will examine their future prospects.

Semester: Autumn/Spring

Prerequisites: Level 1: Marketing & Economics of Maritime Trade (micro & macro)

Summary Description of Assessment Items

Assessment type	Description of item	% Weighting	Qual Mark	Week due
CWK	Coursework - 2,500 word Research Essay	50	-	
EXU	Examination - 2 hours.	50	-	

Module Aims

The principle [graduate attributes](#) are [A2](#) and [A3](#)

The module aims to:

- 1) to apply economic analysis to the study of key aspects of the rationale for the operations of multinational businesses;
- 2) to analyse the major economic implications of and issues arising from foreign direct investment (FDI).
- 3) facilitate and support students in utilising personal resources and materials so that they can carry out independent research into an aspect of the international economy, using research methods appropriate to the task.
- 4) develop the researching, analysing data, presenting data, communication, problem solving, interpersonal and creative skills of students.

Syllabus

Globalisation of Markets and the Internationalisation of the Firm.

Theories of the Multinational Enterprise.

Financing the Operations of the Multinational Enterprise.

The economic impact of foreign direct investment (FDI).

Culture and the multinational enterprise.

Human resource management in the multinational business

Multinational businesses in the European Union and North America.

Multinational businesses in Asia - Japan, China and India.

Multinational businesses in Latin America.

Global financial crises and the multinational business.

Future prospects for the multinational business - politics, terrorism, regionalism, etc.

Learning and Teaching

The teaching will comprise a mixture of large and small group teaching. The large group teaching will involve lectures and group discussion. The lectures will introduce core economic issues pertaining to multinational businesses and provide an overarching structure for the module as a whole. The group discussions will require students to analyse topics and problems arising in the lecture and to discuss research essay plans. Students will be asked to reflect on how they can best develop their research skills to help them prepare both for the module's coursework and for the final semester project on their degree. They will be reminded of how such a discussion fits in with their PDP. Small group teaching, in the form of seminars, will provide students with an opportunity to explore issues identified in lectures in greater detail, to strengthen understanding and to apply economic analysis to real-world problems. These objectives will be achieved via review questions during seminar sessions.

Learning Outcomes

At the end of this module students will:

1. Be aware of the extent of and the reasons for FDI in the world economy (A1, A2);
2. Be able to critically analyse the major operations of the multinational business (A1, A3);
3. Be in a position to analyse the implications of the increase in FDI, including its impact on the globalisation process and national economies (A1);
4. Be aware of some of the major contemporary issues impinging on multinational businesses' activities (A2, A3)

Assessment Strategy

To pass this module students must achieve a mark of at least 40% in aggregate from two elements of assessments as follows:

1. Essay/Coursework worth 50% of the overall marks for the module.
2. Unseen 2- hour examination paper worth 50% of the overall marks for the module.

Bibliography

- Cavusgil, S. T., *et al* (2008) ***International Business: Strategy, Management, and the New Realities***, Upper Saddle River, N.J: Prentice Hall
- Dicken, P., (2006) ***Global Shift: Mapping the Changing Contours of the World Economy***, 5th Edition, London: Sage.
- Letto-Gillies, G. (2002) ***Transnational Corporations: Fragmentation Amidst Integration***. London: Routledge,
- Morrison, J. (2002) ***The International Business Environment***, Palgrave.
- Pitelis, C., and R. Sugden (eds)(2000) ***The Nature of the Transnational Firm***, 2nd Edition, London: Routledge,
- Rugman, A. M . and S. Collinson (2006) ***International Business***, 4th Edition, Prentice Hall.

On-Line Resources

Via <http://catalogue.londonmet.ac.uk>

Fairplay International Shipping Weekly

Harvard Business Review.

Lloyd's List. Emerald - Inter-disciplinary database, especially useful for management related articles.

Global Marketing Information Database (GMID) – useful for economic and country profiles, plus statistics.

Ingenta Full Tex – Covers, Business, HRM and Social Sciences.

Jstor - Archive service for various subject areas. **Most recent articles are at least 5 years old.**



Nexis UK – Worldwide newspapers and journals, some with a 20-year archive.
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TL3006 Strategic Logistics

Teaching Location	HST
Teaching Semester	Spring
Module Level	H
Home Academic Department	LMBS
Module Leader London	Adebisi Adewole
Module Leader Hamburg	Saacha Bottcher
Module Web Site	TL3006
Teaching Mode	Lecture/Tutorial
Module Title	Strategic Logistics
Timeslot	Evening/Saturday
Credit Rating For Module	15

Module Summary

CODE: TL3006N

TITLE: Strategic Logistics

BRIEF DESCRIPTION: This module looks at the supply chain with an emphasis on the impact of logistics on it.

SEMESTER: Spring

PREREQUISITE: Level 2, Freight Transport Logistics

ASSESSMENT: 50% unseen exam, 50% coursework

Summary Description of Assessment Items

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Assessment type	Description of item	% Weighting	Qual Mark	Week due
EXU	Unseen Examination	50	-	-
CWK	2000 word report	50	-	11

Module Aims

To develop an understanding of the formulation, implementation and evaluation of the strategic supply chain. Students will develop an appreciation of logistics within the global context and of the environmental impacts and debates around modern supply chain management .

Syllabus

Formulation of a logistics strategy:

Inbound, outbound and internal logistics
Importance of an integrated approach
Role of IT in managing and controlling goods and resources
Forecasting techniques in relation to demand and lead times
Business models for formulation of policy

Implementation of a strategy:

Customer interface, service and added value
Control of the stock range
Coding, classification and categorisation
Application and approval of new stock items
Control of stock levels

Evolution of a strategy:

Measuring and controlling performance
Benchmarking
Direct product profitability (DPP)
Quality, service and cost standards

Current issues and debates in Logistics:

Environmental considerations
UK and EU legislation
Collection, recycling and disposal of goods and packaging. Future trends
Energy saving and emission controls; cost and environmental factors
Congestion: impact on distribution routes and their times

Learning and Teaching

The teaching will take the form of lectures and seminars. Seminars are designed to allow students to work co-operatively and creatively on the report. The course is supported by WebLearn.

Learning Outcomes

1. Comprehend the factors which influence the choice of transport mode and factors to be considered in the provision of in-house or external services.
2. Show an appreciation of the possible methods which could be used to evaluate logistics performance.(A2)

3. Evaluate the consequences of logistical decisions on the environment and show awareness of the legal implications. (A3)
4. Show a critical appreciation of the role of logistics within organisations and the benefits of integrating functions involved in the supply chain. (A2)
5. Demonstrate an understanding of the principles of stock control and an awareness of current approaches to inventory management. (A2)

Assessment Strategy

Assessment will consist of 50% unseen examination of two hours, comprising of a short case study and 50% coursework, some elements of which may be online.

Bibliography

- Rushton, A. Baker, P. Croucher, P. (2006) *The Handbook of Logistics and Distribution* (3rd edition), London: Kogan Page.
- Walters, D.(ed.) (1999) *Global Logistics and Distribution Planning: Strategies for Management*. London: Kogan Page.
- Gattorna, J.L. (ed.) (1998) *Strategic Supply Chain Alignment*. Farnham: Gower Press.
- Tompkins, J.A. (2000) *No Boundaries: Moving Beyond Supply Chain Management*, Tompkins Press,
- Gattorna, J.L.(1997) *The Gower Handbook of Logistics & Distribution Management*. (4th ed), Farnham :Gower Press,
- Fernie, J. (ed.), (1998) *Logistics and Retail Management*. London: Kogan Page.
- Marchant, B. (1996)*Distribution: a practical guide to planning and operation*. London: Kogan Page,

Journals:

- Supply Management** (CIPS journal)
Focus (IOLT journal)
Maritime Economics & Logistics

Websites:

- Emerald database
Intel database
Economist online
FT online

On-Line Resources

- Rushton, A. Baker, P. Croucher, P. (2006) *The Handbook of Logistics and Distribution* (3rd edition), London: Kogan Page.
Available as Ebook (eisbn 9780749449346)

Via <http://catalogue.londonmet.ac.uk>

Fairplay International Shipping Weekly

Harvard Business Review.

Lloyd's List. Emerald - Inter-disciplinary database, especially useful for management related articles.

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BL3007 The Regulation of International Trade

Teaching Location	HST
Teaching Semester	Spring
Module Level	H
Home Academic Department	LMBS
Module Leader London Module Leader Hamburg	Ronke Shoderu Yvonne Starke
Module Web Site	BL3007
Teaching Mode	Lecture/Tutorial
Module Title	The Regulation of International Trade
Timeslot	Evening/Saturday
Credit Rating For Module	15

Module Summary

CODE: BL3007C

TITLE: The Regulation of International Trade

BRIEF DESCRIPTION: This module looks at the legal framework of trade and the role of key international institutions such as the World Trade Organisation

SEMESTER: Autumn Semester

PREREQUISITES: Level 1, Marketing & Economics of Maritime Trade (micro & macro) Level 2, Introduction to Shipping Law

ASSESSMENT: Seminar base activity (40%), unseen examination (60%)

Summary Description of Assessment Items

Assessment type	Description of item	% Weighting	Qual Mark	Week due
SEM	Seminar based assessment	40	40%	9
EXU	Unseen exam	60	40%	14

Module Aims

The [graduate attributes](#) focused on in this module are [A1](#) and [A2](#).

The World Trade Organisation forms a central feature of intergovernmental relationships and has raised a number of issues in terms of its impact on trade as well as legal, social, political and economic issues. This module looks at aspects of the regulation of trade at international level. It explores the influence of international institutions and the effect that they have on the role of governments. Emphasis will be placed on contemporary issues in trade regulation as well as the resolution of disputes. This module builds upon the Developments in International Business Law module and complements the International Law of Contracts module and is relevant to those students studying international economics.

The main aims of the module:

1. To develop an understanding of the distinction between public and private international law
2. To provide knowledge and understanding of the role and functions of international organisations
3. To enable students to develop analytical and problem solving skills within the area of international trade regulation
4. To appreciate the impact of international trade institutions in the regulation of international trade

Syllabus

- Introduction to trade regulation. The distinction between private and public international law, sources of public international law.
- International trade institutions and agreements - World Trade Organisation, GATT 1994 and Annexed Agreements. World Bank, investment agreements.
- Dispute settlement and enforcement, private access to international institutions and arbitration methods.
- Issues in international trade regulation. Trade v the environment, sustainable development, human rights and ethics in trade issues.

Learning and Teaching

Delivery of the module will be based on a mix of lectures and seminars. Lectures will introduce central legal concepts and knowledge of the legal frameworks.

Students will be required to carry out directed learning activities and will be expected to prepare for seminars and engage in discussion on topical events.

Learning Outcomes

On successful completion of this module students will be able to:

1. Demonstrate knowledge and understanding of the difference between public and private international law [A2];
2. Critically analyse the impact of international institutions [A2];
3. Demonstrate an understanding of the issues involved in resolving disputes in international agreements [A2];
4. Communicate effectively in context by demonstrating the ability to explain and apply trade regulation issues [A1].

Assessment Strategy

The assessment strategy will assess all of the learning outcomes identified above. The assessment for this module will consist of a seminar based activity worth 40% of the overall mark and a three hour unseen exam worth 60%.

Assessment Criteria:

- clear and logical discussion of the issues
- evidence of wide and relevant research
- concise explanation of the relevant law and effective use of case law where relevant
- critical analysis of the issues
- demonstrate a detailed understanding of the relevant subject areas
- relevant and practical application of the law
- ability to reach conclusions and to make recommendations where possible
- well written and structured paper with appropriate references and bibliography

Bibliography

- Trebilcock, M. J. (2009) *The Regulation of International Trade* 3rd ed. London: Routledge.
- Jackson, J. (2007) *The World Trade Organisation, Constitution and Jurisprudence*. London: Routledge.
- Baldwin, R. Low, P. (2009) *Multilateralizing Regionalism: Challenges for the Global Trading System*. Cambridge: Cambridge University Press.
- Trebilcock, M. Howse, R. (1999) *The Regulation of International Trade*. London: Routledge
- Schaffer, R. Earl, B. Augusti, F. (2002) *International Business Law and Its Environment* 5th ed.,
- Goldstein, J. (2001) *International Relations*, 4th ed. London: Longman.

Background Reading:

Klein, N. (2001) *No Logo*, London: Flamingo

Journals

Journal of Business Law
Journal of International Economic Law
International and Comparative Law Quarterly
Journal of World Trade Law

Websites:

<http://athens.ac.uk>

www.wto.org

On-Line Resources

Via <http://catalogue.londonmet.ac.uk>

Fairplay International Shipping Weekly

Harvard Business Review.

Lloyd's List. Emerald - Inter-disciplinary database, especially useful for management related articles.

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TL3P04 Contemporary Transport Issues

Teaching Location	HST
Teaching Semester	Spring
Module Level	H
Home Academic Department	LMBS
Module Leader London	Dr. David Glen
Module Leader Hamburg	Professor Jüergen Breitschuh
Module Web Site	TL3P04
Teaching Mode	Tutorial
Module Title	Contemporary Transport Issues
Timeslot	Evening/Saturday
Credit Rating For Module	15

Module Summary

CODE: TL3P04C

TITLE: Contemporary Transport Issues

BRIEF DESCRIPTION: This module provides an opportunity to undertake a piece of individual research on a contemporary transport issue. Guidance and support will be provided to assist the formulation and development of topics. Students will draw on the knowledge and skills developed in their degree programme when choosing topics.

SEMESTER: Spring Semester

PREREQUISITE: MN 3018 Research Methodology

ASSESSMENT: Presentation 30%, project report 70%

Summary Description of Assessment

Assessment type	Description of item	% Weighting	Qual Mark	Week due
CWK	Oral group presentation 10 minutes and initial literature search 1000 words.	30	-	18
CWK	Project, 4,500-5,000 words	70	-	30

Module Aims

This module provides students with an opportunity to undertake a piece of individual research on a contemporary transport issue. Students will be provided with guidance and support to assist in formulating and developing topics. Students are expected to draw on the knowledge and skills developed in their degree programme when choosing topics. Within this context the main aims of the module are:

- To provide a forum for discussion and examination of contemporary transport issues
- To provide a vehicle for further developing and assessing the skills developed throughout the course, in particular, the ability to seek, handle and interpret information, including electronic sources
- To provide an opportunity for students to complete a substantial piece of research
- To enable students to identify transport and logistics as an integrated activity within business rather than a series of separate subject disciplines

The [graduate attributes](#) focused on in this module are [A2](#) and [A3](#)

Syllabus

- Contemporary issues in transport. The content of this element will obviously change over time but an indicative content includes: environmental issues and social responsibility, developments in e-commerce in the supply chain, impact of globalisation and political issues, managing the physical diversity.
- Planning a project proposal: problem definition and research proposal, literature search
- Research methods in transport: qualitative and quantitative analysis, sources of secondary data.

Learning and Teaching

Introductory sessions will explore contemporary transport issues, project planning and research methodology. Students will have the opportunity to discuss the material presented as well as explore their ideas for a project proposal. Students will be seen on an individual basis to discuss their proposal and encouraged to submit draft proposals for formative feedback in week 10.

Learning Outcomes

On successful completion of this module students will be able to:

1. Demonstrate their ability to seek, handle and interpret data, including electronic sources (A2)
2. Keep abreast of contemporary transport issues and focus on a particular issue (A2,A3)
3. Demonstrate their ability to carry out a literature search on a specific transport issue and orally present their initial findings (A 2)
4. Demonstrate an awareness and understanding of research methods which can be applied to transport projects and be able to select an appropriate methodology for their project (A2)
5. Analyse a contemporary transport issue drawing out relevant issues and arguments (A2, A3).

Assessment Strategy

The assessment strategy is designed to test the module's learning outcomes. Students will carry out an individual presentation outlining their chosen topic, including reasons for choosing the topic, methodology, initial literature review and any problems/issues encountered. The literature review should be submitted at the time of their presentation. This assessment will allow students to further develop their data seeking and handling skills when researching contemporary issues. Students will be expected to reflect on any problems/issues raised by their research. (Learning outcomes 1-4)

The final project will examine a range of skills including data seeking, research, IT, analytical and communication skills in the context of a particular contemporary business issue (learning outcomes 1,2,4,5)

Bibliography

Saunders, M., Lewis, P & Thornhill, A. (2009) **Research Methods for Business Students**. 5th Edition. London: FT/Times/Prentice Hall.

Cameron, S. (2007) **The Business Student's Handbook: Learning Skills for Study and Employment**, 4th Edition. London: FT/Prentice Hall.

Collis, J. & Hussey, R., (2003) **Business Research: a Practical Guide for Undergraduate and Postgraduate Students**. London: Palgrave

Hunt, K. & Sharp, J., (1996) **The Management of a Student Research Project**, Aldershot: Gower Press

Further Reading:

Brooks, I. & Weatherson, J. (2000), **The Business Environment: Challenges and Changes**. London: Financial Times/Prentice Hall.

Leontiades, J.C., (2001) **Managing the Global Enterprise – Competing in the Information Age**, London: Financial Times/Prentice Hall.

Worthington, I. & Britton, C., (2003) '*The Business Environment*', London: FT/Prentice Hall

Newspapers/Journals/Websites

The Economist,
Financial Times,
Journal of International Business Studies,
Business Week

On-Line Resources

Via <http://catalogue.londonmet.ac.uk>

Fairplay International Shipping Weekly

Harvard Business Review.

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10. Marking and Assessment

(a) Marking and grades

The British degree award structure will be explained during the Bridging Course. HST provides you with marks and grades for the work that you submit for assessment. The classification threshold for each classification band is as follows:

Undergraduate

70% and above	First class honours standard
60% - 69.99%	Upper Second class honours standard
50% - 59.99%	Lower Second class honours standard
40% - 49.99%	Third class honours standard
0% - 39.99%	Fail

Further information regarding the Regulations for undergraduate assessment can be found in Section 3.2 of the Academic Regulations at <http://www.londonmet.ac.uk/academic-regulations/>

(b) Your rights concerning Assessment

Withdrawal from a module

Unforeseen circumstances may require you to withdraw from a module. In such circumstances, if you submit notification in writing of withdrawal from a module on which you are registered no later than the end of the sixth week, you will be deemed not to have taken the module. Without such notification of withdrawal every module shall count towards the maximum permitted total of 24 registrations (see Academic Regulation Section 3.1, Regulation 51). Having withdrawn from a module you will not be allowed to replace it with an alternative module in the same semester. If you withdraw before the end of week 6 you will still be liable for the tuition fees for that module (see Section 9.1, Regulation 12 of the University's Academic Regulations for further details).

Interruption of studies

There may be situations in which you may decide to suspend your studies. We would strongly advise you if you are thinking about withdrawing to talk to your [Personal Tutor]. Further information on the process, including the form to formally confirm an interruption of studies is available at: www.londonmet.ac.uk/admin/registry-offices/interruption-suspension-of-studies.cfm

You will **not** be eligible to sit any examinations or submit any coursework for assessment or undertake any other form of assessment during an approved interruption of studies. For further details of the governing regulations please refer to Regulations 25-29, Section 9.1 of the Academic Regulations.

Withdrawal from the University does not absolve you of the responsibility to pay fees and you are strongly advised to confirm your liability with your [Personal Tutor] before withdrawing.

(c) Your responsibilities concerning Assessment

You have a responsibility to ensure that all assessed work is completed and **submitted** by the published deadline and that examinations are attended in accordance with the published

timetable. You also have a responsibility to ensure that all work submitted is your own and that it is appropriately referenced. HST does not tolerate cheating of any kind. You are strongly advised to familiarise yourself with these regulations.

(d) Handing in Assessments

When handing in coursework assessments you must ensure that you have understood and followed all the information provided by the module leader. Specific Date/Time deadlines will be set. Coursework will be logged by the Undergraduate Office and students will receive a dated/timed receipt as confirmation of delivery.

(e) Examination timetable

Two timetable slots will be allocated for revision and examinations. The periods allocated are:

- 01.07.10 - 31.07.10;
- .06.12 – 31.01.11 .

(f) Mitigating circumstances

Mitigating circumstances are unforeseen circumstances that have prevented a student from submitting an item of assessed work for the published deadline date, or from attending an examination. London Metropolitan University defines Mitigating Circumstances 'as *circumstances that are:*

acute, severe, unforeseen and outside a student's control that occur immediately before or during the assessment period in question.

Process for the submission and consideration of claims

You will need to submit a form providing details and supporting evidence of the particular circumstances that affected your studies. ALL claims must be submitted with appropriate evidence, and forms submitted without appropriate evidence will be deemed invalid. Forms, which also detail the criteria for judging claims, can be obtained from the Undergraduate Office. Claims may be submitted in relation to late coursework (submitted up to 14 days (*excluding bank holidays and the University's Christmas and Easter vacation periods*) later than the published coursework deadline; non-submission of coursework; or non-attendance at an examination].

The completed forms must be submitted before coursework deadlines. The deadlines for the exam periods are:

- Autumn Semester - 10.12.09;
- Spring Semester [- 10.5.10
- Reassessment Period – 5.8.10

The Mitigating Circumstances Panel will meet 3 times per year.

If your claim for mitigating circumstances is accepted you will normally be able to sit your examination or submit your coursework at the next assessment opportunity. Please see the University's Academic Regulations for further information on mitigating circumstances.

For guidance on the mitigating circumstances procedure see:
www.londonmet.ac.uk/mitigation

(g) Publication of results

Results will be posted electronically directly to student via HST intranet network.

(h) Action in the event of failure

Reassessment

You would normally be entitled to be reassessed on one occasion in any module for which a failing mark has been awarded. You will not be entitled to be reassessed in any item of assessment for which a passing mark has been awarded. Reassessment shall involve the completion of new tasks except where the nature of project or portfolio based assessments prevents this.

However, if you have received failing marks in six or more modules in a level you will be required to undertake a review of your academic performance with your Personal Tutor. On the basis of this review a recovery plan to complete the level may be agreed or you may be counselled to leave the course and/or to seek readmission on a different course.

Retaking a module

If you fail both the original assessment and the reassessment for a module (or you have not attempted reassessment by the due date), you will normally be entitled to retake the module on one occasion. If you retake a module you will be required to re-enrol for the module, pay any tuition fee required for such enrolment, follow the course of tuition offered and attempt all the items of assessed work, including any which you may previously have passed.

Section 3.2 of the Academic Regulations (see 18-29) details the full regulations on reassessment and retaking.

Appeals against decisions of Assessment Board

Students enrolled on a course of the University's, delivered by a collaborative arrangement at a partner institution, shall be subject to the University's Procedures for the submission of Appeals against decisions Assessment Boards. Please see section 10.4 of the University's Academic Regulations, included, in full, as an appendix to this Handbook.

The grounds under which you can appeal are very specific and appeals may not be made in respect of academic judgment or in respect of rejected claims for mitigating circumstances where no further evidence is submitted. You are advised to read the Appeals Form very carefully prior to submission, as appeals which do not meet the criteria as described cannot be considered. Please note that the University operates a strict deadline for appeal submissions, which is ten working days from the publication of the result(s) concerned.

(i) Academic Misconduct – cheating, plagiarism and collusion

Introduction

The purpose of these Regulations is to protect the academic standing of the University and the academic integrity of its awards, for the benefit of both the University and its students, whether past, present or future.

It is a student's responsibility to familiarise him or herself with the academic conventions and practices applicable to the course on which they are enrolled. It shall be the responsibility of students to ensure that the work they submit for assessment is entirely their own, or in the case of groupwork the group's own and that they observe all rules and instructions governing examinations.

The term 'academic misconduct' includes all forms of **cheating, plagiarism and collusion**.

Procedures to consider allegations of Academic Misconduct

Table of Penalties (taken from Para 7 of the University's Procedures on Student Academic Misconduct)

The penalties apply to first offences of academic misconduct. The minimum penalty for a student with a previous allegation against them shall be Penalty 4.

Penalty 1:	Reprimand, a formally recorded warning kept on the student's record.
Penalty 2:	Failure in item of assessed work, with resit right where permissible. A mark of zero will be recorded for the item of assessed work.
Penalty 3:	Failure in the module, without resit right where a mark of zero will be recorded for the module. The student must register for the same or an alternative module.
Penalty 4:	Failure in the module, without resit right where a mark of zero will be recorded for the module (the student must register for the same or an alternative module) and suspension for 1 semester commencing at the start of the next full semester.
Penalty 5:	Failure in the module, without resit right where a mark of zero will be recorded for the module (the student must register for the same or an alternative module) and suspension for 2 semesters commencing at the start of the next full semester.
Penalty 6:	Expulsion.
NB – "module" = module or equivalent	

Academic Misconduct in Examinations or tests

Type of academic misconduct		Penalty to be imposed
7.1.1	A reprimand will be issued where the Panel substantiates academic misconduct and the seriousness of the mitigating factors justifies a reduction in the penalty from Penalty level 2 to Penalty 1.	Penalty 1
7.1.2	Removing any script, paper, or other official stationery (whether completed or not) from the examination room, unless specifically authorised by an invigilator or examiner.	Penalty 2

7.1.3	Introduction or use of devices of any kind other than those specifically permitted in the rubric of the paper.	Penalty 2
7.1.4	Communicating with another student or with any third party other than the invigilator/examiner during an examination or test.	Penalty 2
7.1.5	During an examination or test, copying or attempting to copy the work of another student, whether by overlooking his or her work, asking him or her for information, or by any other means.	Penalty 3
7.1.6	Obtaining access to an unseen examination or test prior to the start of an examination/test.	Penalty 4
7.1.7	Possession of crib sheets, revision notes etc. at any time during an examination or test.	Penalty 4
7.1.8	Attempting to persuade another member of the University (student, staff or invigilator) to participate in actions which would breach these Procedures.	Penalty 5
7.1.9	Being party to any arrangement whereby a person other than the candidate represents, or intends to represent, the candidate in an examination or test.	Penalty 5
7.1.10	Taking into an examination a pre-written examination script for submission and exchanging it for a blank examination script.	Penalty 5
7.1.11	A penalty of expulsion shall be applied where a student has previously received a Penalty 5 under these Procedures (refer Regulation 44) or where multiple allegations are made within one semester that each individually equate to Penalty 5.	Penalty 6
7.1.12	Being party to any other arrangement that would constitute a breach of these Procedures	Penalty will correspond to the nature of the offence and will be in accordance with penalties outlined for each of the above

Academic Misconduct in Coursework

Sources of academic misconduct in coursework can include fellow students, published sources including the Internet, essay banks and other commissioned and uncommissioned sources.

Type of academic misconduct		Penalty to be imposed
7.2.1	A reprimand will be issued where the Panel substantiates academic misconduct and the seriousness of the mitigating factors justifies a reduction in the penalty from Penalty level 2 to Penalty 1.	Penalty 1
7.2.2	Use of quotes or close paraphrasing without the use of quotation marks and referencing, where the student has cited the plagiarised material in the bibliography.	Penalty 2
7.2.3	Making available work to another student, either intentionally or as a result of negligence, that can be presented as another student's.	Penalty 2
7.2.4	Representation of work produced in collaboration with another person or persons as the work of a single student.	Penalty 2
7.2.5	Isolated use of quotes or close paraphrasing without the use of quotation marks and referencing, where the student has not cited the plagiarised material in the bibliography.	Penalty 2
7.2.6	The presentation of data in laboratory work, projects etc. based on work purporting to have been carried out by the student but which has been invented, altered or falsified.	Penalty 3
7.2.7	Prevalent use of quotes or close paraphrasing without the use of quotation marks and referencing, where the student has not cited the plagiarised material in the bibliography. Item of assessed work \leq 25% of the overall module.	Penalty 3
7.2.8	Prevalent use of quotes or close paraphrasing without the use of quotation marks and referencing, where the student has not cited the plagiarised material in the bibliography. Item of assessed work $>$ 25% of the overall module.	Penalty 4
7.2.9	Taking without permission another student's work and submitting it as the student's own work (where the originator is not denied the opportunity of submission).	Penalty 4

7.2.10	Commissioning another person to complete work, which is then submitted as a student's own work. This could include the use of professional essay writing services or essay banks.	Penalty 5
7.2.11	Stealing another student's work and submitting it as the student's own work (where the originator is denied the opportunity of submission).	Penalty 5
7.2.12	Attempting to persuade another member of the University (student or staff) to participate in actions which would breach these Procedures.	Penalty 5
7.2.13	A penalty of expulsion shall be applied where a student has previously received a Penalty 5 under these Procedures (refer Regulation 44) or where multiple allegations are made within one semester that individually equate to Penalty 5.	Penalty 6
7.2.14	Being party to any other arrangement that would constitute a breach of these Procedures.	Penalty will correspond to the nature of the offence and will be in accordance with penalties outlined for each of the above

Please note that all imposed penalties are subservient to the undergraduate regulatory framework.

11. Study resources and facilities

(a) Library

HST Bibliotek,
University of Hamburg
07:00-24:00hrs Monday-Friday
08:00-24:00hrs Saturday
10:00-24:00hrs Sunday

Electronic sources of information

- (1) The Hamburg School of Shipping and Transportation is part of the IBM ACADEMIC INITIATIVE. This is a worldwide IBM Programme for IBM-University Academic Research. This linkage allows students to access key academic and industrial research sources. Access via: <http://www.qp2.rightvision.de/hst>

The following is a sample of relevant accessible journals:

- ***Journal of Maritime Policy & Management;***
- ***Lloyd's Shipping Economist;***
- ***Lloyd's List;***
- ***Deutsche Schifffahrts-Zeitung THB;***
- ***Maritime Economics & Logistics.***

- (2) Hamburg Shipping Business e-platform: "Training with Perspective."

This platform allows HST students to access the platform of the Nautical Association of Hamburg Shipping Operators. Archived information sources on port activity – shipping movements, cargoes, charters, market reports and periodical statistics are available. Access via: www.dnvev.de

Photocopying and binding

Students are invited to make full use of HST's Copy shop which offers a full copying, binding,

HST IT Manager: Carl-Heinz Mueller: cmueller@email.de

(3) London Metropolitan University Library/Electronic Media

(1) Instructions on how to enter London Metropolitan University Libraries:

Find a Book/Journal/Electronic Resources

<http://catalogue.londonmet.ac.uk>

To find books, electronic resources, journals and videos on any topic use **keyword** search on the [catalogue](http://catalogue.londonmet.ac.uk/). You can narrow the results by type of material, using the collection menu. You can check to see if an item is on the shelves by using the London Metropolitan University Millennium catalogue terminals, which you will find in all libraries, or on the Internet at <http://catalogue.londonmet.ac.uk/>

Books listed as not on loan should be on the open shelves, with the following exceptions:

Statistics

Journals

Short Loan

Get Help With My Subject

Go to Library web pages or see Dawn

<http://www.londonmet.ac.uk/libraries>

(2) Sample of Relevant Resources Accessible Electronically

JOURNALS

To see journals within London Metropolitan University Libraries, go to the catalogue, select Advanced keyword (Business or Logistics or Shipping) and change collection to 'journals' and location to Moorgate.

Business Review.

Business Strategy and the Environment.

Business Week.

European Business: Facts and Figures

Fairplay Shipping Weekly

Forbes

Foresight

Harvard Business Review.

International Business Review.

International Journal of the Economics of Business.

Journal of Business Strategy.

Journal of International Business Studies.

Journal of Revenue and Pricing Management.

DIRECT STUDENT ACCESS:

www.lloydslist.com

www.fairplay.co.uk

DATABASES

The Catalogue allows users to access journals on databases to which their institution subscribes. You need to go to <http://catalogue.londonmet.ac.uk> and login with your **network account** to access these. The following databases are useful for Business.

Orbis– Global company information such as annual reports and stock data.

Bankscope– As the name suggests, comprehensive information related to banking.

Cambridge Online Journals - Cambridge University Press publishes a prestigious list of scholarly journals, ranging across the humanities, social sciences and STM disciplines.

EBSCO- Business Source Premier – Our largest database for all subjects, not solely business. Includes **Datamonitor** company profiles.

Emerald - Inter-disciplinary database, especially useful for management related articles.

Global Marketing Information Database (GMID) – useful for economic and country profiles, plus statistics.

Ingenta Full Tex – Covers, Business, HRM and Social Sciences.

Jstor - Archive service for various subject areas. **Most recent articles are at least 5 years old.**

Nexis UK – Worldwide newspapers and journals, some with a 20-year archive. Includes Lloyd's List and some company information.

Science Direct - Misleading, also includes social sciences and is a good source for business and economics.

Bloomberg and Data stream Economic/ Financial databases available only within Moorgate library. Useful for Baltic Index, commodities and share prices.

STATISTICS

International

<http://www.oecd.org/>

Access to other libraries

University of Hamburg Library*
[Hamburg Chamber of Commerce Library

Students will enrol at the University of Hamburg Library which has a comprehensive stock of maritime sources.

Media resources

HST provides media equipment resources in the following areas: video, reprographics and cameras, media pamphlet-making and scanning service. Training is provided in order to ensure a professional standard is attained.

(b) Computers and IT

Computer suites

All students are provided with IT access. Two computer suites provide for all students to access machines. In addition, weekly (timetabled) workshops are provided in IT.

(c) University access

All students registered on a London Metropolitan University course have access to University libraries and its leisure facilities. However, students may not borrow books from the University as HST is responsible for providing you with the necessary learning resources.

12. Academic Regulations

The Academic Regulations governing your course are the same as the University's academic regulations. For sight of these, go to www.londonmet.ac.uk/academic-regulations/

13. Useful information

[Institution to add any further specific information, for example on health and safety]

14. Directory of modules for the course

Section 8 provides a list and specification for all the modules of your course. This section provides a précis of the modules, indicating their timing, status, the attributes that they address and their pre-requisites.

Module code	Module title	Spring or Autumn Semester or Spring and Autumn (runs twice)	Graduate attributes A1 A2 A3
MN 2007	Work Placement Practice	Summer Bridging Course	A1, A2
MN 3018	Research Methodology		A1,A2, A3
ST 3007	Strategic Management in ST&T (Derived from) CA3007	Autumn	A2
MK 3010	International Marketing	Autumn	A2, A3
TL 3005	International Purchasing	Autumn	A2, A3
TL 3006	Strategic Logistics	Spring	A2, A3
EC 3033	Multinational Business	Spring	
BL 3007	The Regulation of International Trade	Spring	A1, A2
TL 3P04	Contemporary Transport Issues LMU TL 3P04	Spring	A2, A3

The description of Graduate Attributes can be found on page three of this Handbook.

15. Glossary of key words

Word	Meaning
Academic Regulations	London Metropolitan University Academic Regulations
APL	Accreditation of Prior Learning
Core Module	A compulsory module
Course Handbook	This handbook, containing an introduction to your course
Designate	A module that may be chosen from a list
HEO	Higher Education Orientation
ICT	Information and Communication Technology
Level	A Degree student is studying at Certificate, Intermediate or Honours level
PDP	Personal Development Portfolio – a record of your developments and achievements. Guidance is given in your HEO module
SENDA	Special Educational Needs Disability Act

Student Handbook	A University booklet containing the Academic Regulations and Codes of Conduct
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Procedures for the submission of Appeals against decisions of Assessment Boards

Introduction

1. These Procedures are intended to protect students in University examinations and/or course assessments, including APL assessment, against the possibility of unfair assessment resulting from omission or error on the part of the appropriate University authorities, or from unforeseen circumstances affecting a student. No student appealing under these Procedures, whether successfully or otherwise, shall be treated less favourably than would have been the case had an appeal not been made.
2. If a student wishes to present a complaint about the University, its courses or services or the individuals concerned in their delivery, the Student Complaints Procedure should be used. In cases where delay has occurred as a result of confusion over which is the correct procedure to follow, the date of the first enquiry shall be considered to be the date on which the appeal was lodged.
3. Research degree students should use the appeals process outlined in the Research Degree Regulations. Students who wish to appeal against an Academic Misconduct decision should refer to the appeals section of **those** procedures. Students enrolled on a course of the University delivered via a collaborative arrangement by another institution shall be subject to these Procedures unless otherwise indicated in the Administrative Schedule.
4. 'Appeals' below means 'appeals against decisions of Assessment Boards'. 'Assessment Board' means the relevant Awards Board or the relevant Subject Standards Board, depending on the context.
5. The Director of Academic Administration has overall responsibility for the Procedures for Appeals against decisions of Assessment Boards.

Validity and Invalidity

6. An appeal in respect of an academic judgment arrived at through due process shall be deemed invalid.
7. For an appeal to be valid it **must**:
 - 7.1. Be made in writing on an Appeals Form¹;
 - 7.2. Specify the grounds for appeal from among those set down in 8 below;
 - 7.3. State the title and code of the module, the component(s) affected and the assessment period and academic year in respect of which the appeal is being made;
 - 7.4. Include all appropriate, supporting independent evidence. Appeals without any independent supporting evidence **shall not** be considered;

¹ The Appeals Form can be downloaded from the Student Casework Office web page.

- 7.5. Be dated and bear the full name, student number and signature of the student;
- 7.6. Be submitted in person to the Student Casework Office or an Undergraduate/Postgraduate Registry. Appeals submitted by post must be sent to the Student Casework Office **only**: the University cannot accept any responsibility for the receipt or late delivery of any such appeal;
- 7.7. Be **received** within **ten working days** of the date of publication of the result(s) of the assessment(s) concerned.

Grounds of appeal

8. An appeal can only be made on the following grounds:
 - 8.1. That the University did not act in accordance with the relevant Regulations and/or Procedures in the provision and execution of the assessment process and that this, in turn, had a significant impact on the student;
 - 8.2. That the student had been affected by mitigating circumstances which prevented him or her from submitting an item of assessed work by the due deadline or attending an examination, to which the student was unable, **for good reason**, to draw proper attention via the University's Mitigating Circumstances Procedures.

Examples as to why an appeal will be rejected

9. An appeal will be rejected for any of the following reasons:
 - 9.1. The appeal is based upon a disagreement with the academic judgement of an Assessment Board in assessing the merits of academic work or on the final classification of an award, where the decision concerned has been reached in accordance with the regulations.
 - 9.2. Ignorance of published assessment regulations/procedures, including assessment deadlines and deadlines for the submission of Mitigating Circumstances.
 - 9.3. The appeal is based on ground 8.1, but student has not explained how the University's actions were not in accordance with the relevant regulation(s) and/or procedures and/or has not provided appropriate evidence to substantiate this claim.
 - 9.4. The appeal is on grounds that academic performance was affected by poor teaching, supervision or guidance (In such circumstances a student should submit a complaint in accordance with the Student Complaints Procedure).
 - 9.5. The appeal is based on computational error or failure to assess all work submissible and properly submitted for assessment (In such circumstances a student should submit a Module Query Form to the appropriate Undergraduate or Postgraduate Registry within ten working days of the publication date of the assessment concerned. If no response is received within twenty working days, a student can appeal under ground 8.1).
 - 9.6. The appeal is based upon mitigating circumstances which the student could, in the opinion of the University, have disclosed via the Mitigating Circumstances Procedures.

- 9.7. The appeal is based upon mitigating circumstances for which no relevant independent supporting evidence has been submitted (Students who wish to submit an appeal under ground 8.2 are strongly advised to familiarise themselves with the Mitigating Circumstances criteria set down in the Procedures for the submission of Mitigating Circumstances, as any appeal under ground 8.2 will be assessed against this criteria).
- 9.8. The appeal is based on academic performance in an assessment, irrespective of whether the mark in question is a fail, or of passing standard.
- 9.9. The appeal is based upon late coursework submitted **after** the late coursework deadline i.e., 14 days (excluding bank holidays and the University's Christmas and Easter vacation periods) later than the published coursework deadline. (In such cases the appeal will be considered on the basis of non submission, as if the coursework was not submitted).
- 9.10. The appeal was received outside of the ten working day deadline from the publication of the result(s) concerned without **good reason** and evidence for the delay (In cases where a delay is unavoidable, the appeal must be submitted as soon as possible after the deadline and must include an explanation and independent supporting evidence covering the entire period). It is a student's responsibility to ensure that the appeal is submitted on time.

Note – this list is not exhaustive but details the most common reasons for rejection.

Consideration of an appeal

10. The Student Casework Office shall check each appeal for validity against the criteria listed in 6 and 7 above. Any appeals which do not meet these criteria shall be deemed invalid, and the student shall be informed of this decision at the earliest opportunity.
11. The Student Casework Office shall consider each valid appeal and determine if the ground(s) listed in Regulation 8 has/have been clearly demonstrated. In such cases the appeal shall be upheld and the Assessment Board shall be advised of the action to be taken.
12. In cases where an appeal has not clearly demonstrated that the ground(s) of appeal have been met; the appeal shall be rejected. The student shall be informed of this decision at the earliest opportunity and granted a further ten working days in which to submit relevant additional evidence to clearly demonstrate the ground(s) on which the appeal has been made.
13. The Student Casework Office shall consider further relevant additional evidence submitted for the deadline set down in 12 above and determine whether the ground(s) has/have been clearly demonstrated. In cases where the additional evidence clearly demonstrates that the ground(s) has/have been met, the appeal shall be upheld and the Assessment Board shall be advised of the action to be taken. In cases where the additional evidence does not clearly demonstrate that the ground(s) of appeal has/have been met, the appeal shall be rejected and the student shall be informed of this decision at the earliest opportunity. The student shall also be informed that the University's internal procedures for appeal have been exhausted.
14. If, after the appeals procedures have been followed to their conclusion, the student is still dissatisfied; they may wish to pursue the appeal further with the Office of the

Independent Adjudicator for Higher Education². In such cases students should request in writing, a Completion of Procedures letter from the Student Casework Office.

15. The Vice-Chancellor on behalf of the University shall have power to re-open any appeal where it appears that it would be in the interests of fairness to do so. When deciding whether to exercise this discretion, the Vice-Chancellor shall not normally exercise this power more than six months after the conclusion of the relevant proceedings.

Note

16. Fraudulent claims will lead the University to take action under its disciplinary procedures.

² www.oiahe.org.uk