Summer 2024 SESSION 1

(20th May – 28th June)

COURSE CODE	COURSE DESCRIPTION
ENT 5201 - Managing Innovation	The course focuses on developing students' understanding of the innovation process and capturing value from innovation. It will provide students with the relevant skills needed to manage innovation at both strategic and operational levels. With evidence from real-world examples of technology and other disparate sectors, students will be given case examples of disruptive and obsolete businesses.
GEP 3150 - Visual Thinking	This course provides an interdisciplinary grounding in the practice and theory of critical visual thinking. Through theoretical frameworks such as semiotics, it explores predominantly photographic images, from across a range of cultures and contexts: the arts, politics, science, sport and technology. Through visual analysis, it considers digital forms of observation and image making, as well as building understanding by visual practice. It examines questions concerning curating, circulating and making public the images we produce. It asks: What are the values and truths hidden in images? How can the practice of image production advance our thinking around images? How, in the context of a range of disciplines, can we learn to communicate ideas visually and verbally?
GEP 3170 - Narratives of Change	This course considers a landscape of global ideas through the lens of contemporary literature. Students will be introduced to pivotal moments of recent thought surrounding gender, race, environment and technology, exploring how literature both shapes and responds to our changing world. Students will analyse literary, political, and theoretical texts from a variety of cultures, exploring the relationship between written form, content and context particularly the ways in which social change might play out in literature. There will be the opportunity to produce both critical analysis in essay form and creative writing that responds to the texts studied.
GEP 3180 - Research and Writing I	This core course concentrates on developing the students' ability to read and think critically, and to read, understand and analyse texts from a range of genres. How do you successfully negotiate a path through a sea of information and then write it up? Using essential information literacy skills to help with guided research, this course develops the ability to produce effective and appropriate academic writing across the curriculum. This is the first course in the Richmond academic research and writing sequence.
GEP 4105 - Social Change in Practice	This course takes an interdisciplinary approach to analyse London-based social and environmental needs. Students will discuss key texts related to service learning and apply a range of planning and research techniques to deliver a community-based project related to a chosen social or environmental issue. Students will use local resources when available including registered not-for-profit and community-based organizations and reflect critically on their ability to create a positive contribution to society. Students will engage in community-based service learning, with guided academic tasks and reflection.
MGT 3201 - Foundations of Computer Applications	This is a foundations course comprised of a broad overview of information systems and technology, as principally used in support of business processes and decision-making activities. An in-depth discussion of the relationship, between organizations and information systems is a fundamental element of the course. Topics include: computer hardware and software, operating systems, the use of excel in management practice, social issues related to information systems. The use of excel provides a common thread in the topics covered throughout the course
MGT 3210 - World of Entrepreneurship	The course is designed to help students explore the 'aspirational journey' of entrepreneurship - its history, present and future. Students will get the opportunity to understand how the discipline of entrepreneurship started, what constitutes its eco-system and why it has become the focus of advanced, emerging and developing countries simultaneously. Students will learn about the Merchant-Capitalists of the eighteenth century up to and

	beyond the iconic global brands which were founded during the 2008 global recession. Students will explore the reasons behind the successes and failures of businesses like Segway, Amazon, Spotify and Toyota. They will also read the lives of inspiring leaders and legendary entrepreneurs like Jack Ma, Jeff Bezos and Michael Dell who crafted the world of entrepreneurship. At the end of the course, students will be able to decipher themselves whether they wish to take the path of those who made a real difference in the world.
MKT 5410 - Psychology of Fashion and Luxury Goods	Consumer psychology within the context of the consumption of fashion and luxury products and services is complex and is influenced by many factors. A thorough analysis and understanding of these factors allows organizations to plan effective marketing activities suitable to their target markets. This course enables students to understand the importance of consumer behaviour in the process of marketing fashion and luxury goods and services.
PSY 5415 - Psychology and Cinema	This course examines psychological approaches to understanding films. Beginning with classical psychoanalytic interpretations of contemporary films, the course will evaluate the relevance of Freud's work on the uncanny, voyeurism, repetition compulsion and trauma. Students will also be introduced to Barthes' influential semiotic work on narrative codes and their use in the film industry, as well as Laura Mulvey's seminal feminist critique of Hollywood. Of special interest is the cinema's potential, as an art form, to capture contemporary psychological processes such as individuation, the fear of fragmentation and the search for a narrative identity. There is a special emphasis on Jungian approaches to film, the Symbolic cinema, critical analyses of narrative structures, and the application of existential-phenomenological categories of thought to reading films. The course is run as a seminar, so students are expected to read widely and participate with interest.