

**Programme Structure**  
**BA (Hons) Business Management w/Routes**

**Level One**

Introduction to Management and Leadership	20 credits
Development of Professional Skills in Business and Management	20 credits
Marketing and Consumer Behaviour	20 credits
Introduction to Finance and Accounting	20 credits
Digital Business and Innovation	20 credits
Data Management	20 credits

*All Business Management routes in Level One will take the above modules*

**Level Two**

Human Resource Management	20 credits
Operations Management	20 credits
Economics, Financial Institutions and Markets	20 credits
Digital Marketing and E-Commerce Management	20 credits
Business Law	20 credits
Ethics, Social Justice and Sustainability	20 credits

*All Business Management routes in Level Two will take the above modules*

## BA (Hons) Business Management

### Level Three

Project Management	20 credits
<i>Two optional modules totalling</i>	<i>40 credits</i>
Research Methods (Online)	20 credits
<i>Experience option to the value of</i>	<i>40 credits</i>

### Level Three Experience Options

Placement	40 credits
New Enterprise Start-up*	40 credits
Study Abroad	40 credits

### Level Four

Strategy	20 credits
Negotiation Theory and Practice	20 credits
Organisational Behaviour	20 credits
Leading and Managing Change	20 credits
Honours Consultancy Project     or	40 credits
Honours Dissertation	40 credits

### Optional Modules: Semester One

Special Interest Hospitality, Tourism and Events	20 credits
Employment Law and Practice	20 credits
Information Systems and Business Analytics	20 credits
Power of Data Analytics	20 credits
Financial Management	20 credits
Business Statistics	20 credits
Marketing Communication and Digital Advertising	20 credits
Digital Marketing Analytics	20 credits

## BA (Hons) Business Management with Analytics

### Level Three

Project Management	20 credits
Business Statistics	20 credits
The Power of Data Analytics	20 credits
Research Methods (Online)	20 credits
<i>Experience option to the value of</i>	<i>40 credits</i>

### Level Three Experience Options

Placement	40 credits
New Enterprise Start-up*	40 credits
Study Abroad	40 credits

### Level Four

Strategy	20 credits
Digital Analytics Excellence	20 credits
Organisational Behaviour	20 credits
Analytics in a Big Data World	20 credits
Honours Consultancy Project	or 40 credits
Honours Dissertation	40 credits

## BA (Hons) Business Management with Digital Marketing

### Level Three

Project Management	20 credits
Marketing Communications and Digital Advertising	20 credits
Digital Marketing Analytics	20 credits
Research Methods (Online)	20 credits
Experience option to the value of	40 credits

### Level Three Experience Options

Placement	40 credits
New Enterprise Start-up*	40 credits
Study Abroad	40 credits

### Level Four

Strategy	20 credits
Marketing Strategy and Digital Planning	20 credits
Organisational Behaviour	20 credits
One optional module to the value of	20 credits
Honours Consultancy Project	or 40 credits
Honours Dissertation	40 credits

### Level Four Optional Modules

Leading and Managing Change	20 credits
Contemporary Issues in Hospitality, Tourism and Events	20 credits
Analytics in a Big Data World	20 credits

## BA (Hons) Business Management with Finance

### Level Three

Project Management	20 credits
Information Systems and Business Analytics	20 credits
Financial Management	20 credits
Research Methods (Online)	20 credits
Experience option to the value of	40 credits

### Level Three Experience Options

Placement	40 credits
New Enterprise Start-up*	40 credits
Study Abroad`	40 credits

### Level Four

Strategy	20 credits	
Corporate Finance	20 credits	
Organisational Behaviour	20 credits	
Analytics in a Big Data World	20 credits	
Honours Consultancy Project	or	40 credits
Honours Dissertation		40 credits

## **BA (Hons) Business Management with Human Resource Management**

### **Level Three**

Project Management	20 credits
Employment Law and Practice	20 credits
Developmental and Social Psychology	20 credits
Research Methods (Online)	20 credits
Experience option to the value of	40 credits

### **Level Three Experience Options**

Placement	40 credits
New Enterprise Start-up*	40 credits
Study Abroad	40 credits

### **Level Four**

Strategy	20 credits
Negotiation Theory and Practice	20 credits
Organisational Behaviour	20 credits
Leading and Managing Change	20 credits
Honours Consultancy Project	or 40 credits
Honours Dissertation	40 credits