

# Business Studies

## BA (Hons)

### First Year

<b>Semester A</b>	Accounting for Managers	Economics for Business	The Business Professional	People and Organisations <b>or</b> Language (A + B)
<b>Semester B</b>	Methods and Systems for Business Decision	Principles of Marketing		Global Perspectives in Business <b>or</b> Language (A + B)

### Second Year

<b>Semester A</b>	Enhancing Employability	Managing People	Optional subject from List A	Optional subject from List A
<b>Semester B</b>	Enterprise	Exploring Business Ethics	Optional subject from List B	Optional subject from List B

List A	List B
Business Analysis Tools	Cross-Cultural Management
European Consumer Markets: Issues and Trends	Financial Management
Management Accounting for Business Decisions	Employment Law
Marketing Planning	Performance Management and Reward
Organisational Psychology	Principles of Operations Management
Trends in Technology	Project Planning and Control
	Language

### Placement Year (Optional)

12-month work placement or two semesters study abroad or one semester study abroad and 6-month work placement. Examples of placement companies include: Walt Disney, BMW, Porsche, Microsoft, Toyota, Ford, Noah's Ark, BskyB and House of Commons

## Final Year

<b>Semester A</b>	Industry Practice*	Strategic Leadership in a Changing World	Optional subject from List A	Optional subject from List A
<b>Semester B</b>	Contemporary Issues in Business and Management		Optional subject from List B	Optional subject from List B

\* For students who have successfully completed a one year work placement, Industry Practice may be replaced with the following module: Creative Problem Solving for Managers

## Optional Subjects

List A	List B
Databases for Management Decision Making	Forecasting Methods for Managers
Global Marketing, Ethics and Culture	International Human Resource Management
Service Operations Management	Issues in the Global Economy
Small Business Management	Performance Strategy
Strategic HRM Perspectives	Understanding Challenges in the Third Sector
Language	
Social Networking and Enterprise	
Creative Problem Solving Enterprise	
Marketing Communications	
Dissertation	

**NB Some modules will require prior knowledge either through the study of a previous relevant module, or an equivalent.**

We offer five different languages – French, German, Spanish, Mandarin Chinese and Japanese – all with the option of starting at beginners level. Please note that language can only be studied at level 4

Students who take a language throughout their degree graduate with an award title which reflects the language studied, e.g BA (Hons) Business Studies with Spanish