

Business Studies

BA (Hons)

First Year (Level 4)

Semester A	Business and Markets	Understanding Marketing	The Business Professional	The Global Business Environment or Language
Semester B	Introduction to Organisational Behaviour	Accounting Aspects of Business	Analysing and Managing Business Data	Technology in Business or Language

Second Year (Level 5)

Semester A	Business Analytics	Managing People	Project Management in Business	Option from list A or Language
Semester B	Consumer Behaviour	Business Operations	Managing Business Finance	Option from list B or Language

Optional Modules

List A	List B
Principles of Logistics Management	Global Supply Chain Management
Leading Innovation and Change	Leading Across Sectors
User Centric Design for Systems	Mobile Business Technologies
Digital Marketing in Practice	Product Innovation
Analysing Financial Statements	Performance Management and Reward
Organisational Psychology	Management Accounting for Business Decisions

Placement Year (Optional)

12-month work placement or two semesters study abroad or one semester study abroad and 6-month work placement. Placement companies might typically include: Affinity Water Ltd, Enterprise Rent-A-Car, Hollywood Bowl Group, Rugby Football Union, The Walt Disney Company Ltd and Morgan Stanley.

Final Year (Level 6)

Semester A	Creative Problem Solving for Managers	Leadership Theory in Practice	Professional Development in the Workplace	Option from list A below or Language
Semester B	Strategic Management	Applied Business Project	Entrepreneurship, Innovation & Creativity	Option from list B below or Language

Optional Modules

Semester A	Semester B
Transportation and Logistics Management	Global Procurement and Sourcing
International Strategic Leadership	Leadership and Sustainable Development
Databases for Strategic Decision Making	Advanced Project and Risk Management
Integrated Marketing Communications	International Financial Management
Management Decision Making	International HRM
Strategic HRM Perspectives	

We offer five different languages – French, German, Spanish, Mandarin Chinese and Japanese – all with the option of starting at beginners' level. 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