

# Business Administration

## BA (Hons)

### First Year (Level 4)

<b>Semester A</b>	Accounting for Managers	Economics for Business	The Business Professional	Business Technology Trends <b>or</b> Language
<b>Semester B</b>	Principles of Marketing	Quantitative Methods for Business	People and Organisations	Global Perspectives in Business <b>or</b> Language

### Second Year (Level 5)

<b>Semester A</b>	Enhancing Employability <b>or</b> Professional Development for Business ( direct entrants only)	Exploring Business Ethics	Option from List A	Option from List A <b>or</b> Language
<b>Semester B</b>	Managing People	Enterprise	Option from List B	Option from List B <b>or</b> Language

Optional Modules	
List A	List B
Marketing Planning	Cross Cultural Management
Understanding Customers	Financial Management
Principles of Operations Management	Management Accounting for Business Decisions
Analysing Financial Statements	Mobile Business Technologies
	Project Planning and Control

### Final Year (Level 6)

<b>Semester A</b>	Business and Commercial Awareness	Leadership and Organisations	Option from List A	Option from List A <b>or</b> Language
<b>Semester B</b>	Business Strategy	Digital Economy	Option from List B	Option from List B <b>or</b> Language

Optional Modules	
List A	List B
Global Marketing Ethics and Culture	Creative Problem Solving for Managers
Management Science in Business	Forecasting Methods for Managers
Small Business Management	International Financial Management
Social Networking and Enterprise	International Human Resource Management
	Issues in the Global Economy

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 Administration with Spanish.