

Standard curriculum for BSc (Hons.) in Business Management

Semester	Code	Module	Credits
1	ECOB106	Business Economics	5
1	SKIB116	Business Presence and Oral Communication	5
1	SKIB115	Critical Analysis & Effective Writing	5
1	ITLB118	Productivity and Digital Collaboration Essentials	5
1	BPSB107	Sustainable Business in Context	10
1	FOP-ENG	English (optional)	0
Total for semester 1			30
2	FINB118	Accounting and Finance for Managers	5
2	LAWB104	Business Law for Managers	5
2	STAB103	Data Literacy	5
2	MANB115	Foundations of Management and Organisation	5
2	MKTB107	Fundamentals of Marketing	5
2	FOP-ENG	English (optional)	0
2	PSX	Pre-Specialisation Electives	5
Total for semester 2			30
3	MANB116	Business Insights and Storytelling	5
3	SKIB117	Effective Teamwork	5
3	HRMB105	Human Resource Management	5
3	MANB117	Principles of Project Management	5
3	MANBX1	Management Elective 1	10
Total for semester 3			30
4	ITLB119	Artificial Intelligence in Business	5
4	SKIB118	Career and Employability Skills	5
4	MANB118	Entrepreneurial Journey	5
4	ITLB120	Supply Chain and Operations Management	5
4	CCCX	Cross-Cultural Communication Electives	5
4	MANBX2	Management Elective 2	5
Total for semester 4			30
5	MANB119	Business Consultancy Skills	5
5	BPSB108	Strategic Management	10
5	MANBX3	Management Electives 3-5	15
Total for semester 5			30
6	SKIB119	Research Skills for Business Projects	10
6	FYCX	Final Year Challenge	20

Total for semester 6	30
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Grand Total	180
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Contents of module groups

Cross-Cultural Communication Electives

CULB114	Cross-Cultural Communication in Arabic-Speaking Contexts	5
CULB115	Cross-Cultural Communication in Chinese-Speaking Contexts	5
CULB116	Cross-Cultural Communication in Japanese-Speaking Contexts	5
CULB117	Cross-Cultural Communication in French-Speaking Contexts	5
CULB118	Cross-Cultural Communication in Russian-Speaking Contexts	5

English (optional)

ENGB177	Professional English for Business 1	0
ENGB178	Professional English for Business 2	0

Final Year Challenge

BPSB109	Business Simulation	20
DISB102	BSc Dissertation	20
PLCB101	Work Placement	20
PLCB111	Study Abroad Semester	20

Management Elective 1

ARTB141	Art World	10
INTB107	Foundations of International Relations	10
ITLB121	Python and Statistics in Data Analytics	10
MKTB108	Marketing Communication and Branding	10
PSYB133	Psychology in Organisations	10
TURB113	Introduction to Tourism Management	10

Management Elective 2

ARTB142	Managing an Art Project	5
DIPB101	Foreign Policy and Diplomacy	5
HRMB102	Contemporary HRM Tools	5
ITLB122	Introduction to Relational Databases	5
MKTB133	Marketing of Services (X0)	5

Management Electives 3-5

ARTB116	Music and Performing Arts Management	5
ARTB118	Contemporary Galleries	5
ARTB125	Cultural Diversity and Sustainability in the Arts	5
ARTB140	Film Industry	5
DIPB105	Diplomatic Skills and Practice	5
DIPB106	Public Diplomacy and Soft Power	5
HRMB103	Diversity Management	5
HRMB106	Digital HRM and People Analytics	5
HRMB107	Talent Management and Employee Development	5
INTB102	EU Institutions and Policies	5
INTB105	Sustainable Development and Development Policy	5
INTB106	Global Governance	5
ITLB123	Visual Introduction to Machine Learning	5

ITLB124	Ethical Use of AI and Data	5
MANB109	Change Management	5
MANB110	Corporate Governance	5
MKTB109	Digital Consumer Marketing	5
MKTB110	Buyer Behaviour	5
MKTB111	Responsible Marketing	5
MKTB112	Public Relations and Reputation Management	5
MKTB113	Marketing Data Analytics	5
PSYB136	Power and Leadership	5
STAB104	Advanced Quantitative Skills	5
TURB110	Sustainability and Diversity in Tourism	5
TURB112	Hotel Operations	5
TURB135	Strategic Planning in Tourism	5

Pre-Specialisation Electives

ARTB110	Introduction to Visual Culture	5
DIPB111	Introduction to Political Science	5
MANB101	Business Ethics	5
PSYB111	Introduction to Psychology	5

Specialisations

AI and Data Analytics

HRMB106	Digital HRM and People Analytics
ITLB121	Python and Statistics in Data Analytics
ITLB122	Introduction to Relational Databases
ITLB123	Visual Introduction to Machine Learning
ITLB124	Ethical Use of AI and Data
MKTB113	Marketing Data Analytics
STAB104	Advanced Quantitative Skills

Arts Management

ARTB116	Music and Performing Arts Management
ARTB118	Contemporary Galleries
ARTB125	Cultural Diversity and Sustainability in the Arts
ARTB140	Film Industry
ARTB141	Art World
ARTB142	Managing an Art Project
MKTB109	Digital Consumer Marketing

Diplomacy and International Relations

DIPB101	Foreign Policy and Diplomacy
DIPB105	Diplomatic Skills and Practice
DIPB106	Public Diplomacy and Soft Power
INTB102	EU Institutions and Policies

INTB105	Sustainable Development and Development Policy
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INTB106	Global Governance
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INTB107	Foundations of International Relations
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HRM and Business Psychology

HRMB102	Contemporary HRM Tools
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HRMB103	Diversity Management
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HRMB106	Digital HRM and People Analytics
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HRMB107	Talent Management and Employee Development
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MANB109	Change Management
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MANB110	Corporate Governance
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PSYB133	Psychology in Organisations
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PSYB136	Power and Leadership
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Marketing

MKTB108	Marketing Communication and Branding
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MKTB109	Digital Consumer Marketing
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MKTB110	Buyer Behaviour
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MKTB111	Responsible Marketing
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MKTB112	Public Relations and Reputation Management
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MKTB113	Marketing Data Analytics
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MKTB133	Marketing of Services (X0)
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Tourism

MKTB109	Digital Consumer Marketing
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MKTB113	Marketing Data Analytics
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MKTB133	Marketing of Services (X0)
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TURB110	Sustainability and Diversity in Tourism
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TURB112	Hotel Operations
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TURB113	Introduction to Tourism Management
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TURB135	Strategic Planning in Tourism
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Prerequisites