

BDMAN\_2024 **Standard curriculum for BSc in Business Management**

Semester	Module Code	Module Title	ECTS
1	BPSB107	Sustainable Business in Context	10
1	ECOB106	Business Economics	5
1	ENGB175	English Language Skills Development 1	0
1	ITLB118	Productivity and Digital Collaboration Essentials	5
1	LAWB104	Business Law for Managers	5
1	SKIB115	Critical Analysis & Effective Writing	5
<b>Total</b>			<b>30</b>
2	ENGB176	English Language Skills Development 2	0
2	FINB118	Accounting and Finance for Managers	5
2	MANB115	Foundations of Management and Organisation	5
2	MKTB107	Introduction to Marketing	5
2	SKIB116	Listening and Communication Skills	5
2	STAB103	Data Literacy	5
2	PSX	Pre-Specialisation Electives	5
<b>Total</b>			<b>30</b>
3	HRMB105	People Management	5
3	MANB116	Business Insights and Storytelling	5
3	MANB117	Principles of Project Management	5
3	SKIB117	Effective Teamwork	5
3	MANBX1	Management Elective 1	10
<b>Total</b>			<b>30</b>
4	ITLB119	Artificial Intelligence in Business	5
4	ITLB120	Supply Chain and Operations Management	5
4	MANB118	Entrepreneurial Journey	5
4	SKIB118	Career and Employability Skills	5
4	CCCX	Cross-Cultural Communication Electives	5
4	MANBX2	Management Elective 2	5
<b>Total</b>			<b>30</b>
5	SKIB119	Research Skills for Business Projects	10
5	FYCX	Final Year Challenge	20
<b>Total</b>			<b>30</b>
6	BPSB108	Strategic Management	10
6	MANB119	Business Consultancy Skills	5
6	MANBX3	Management Electives 3-5	15
<b>Total</b>			<b>30</b>
<b>Programme total</b>			<b>180</b>
<b>Pre-Specialisation Electives</b>			
	ARTB110	Introduction to Visual Culture	5
	DIPB111	Introduction to Political Science	5
	MANB101	Business Ethics	5
	PSYM101	Fundamentals of Psychology	5
<b>Cross-Cultural Communication Electives</b>			
	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
<b>Final Year Challenge</b>			
	BPSB109	Business Simulation	20
	DISB102	BSc Dissertation	20
	PLCB101	Work Placement	20
	PLCB111	Study Abroad Semester	20

		Specialisation					No specialisation	
		AI and Data Analytics	Arts Management	Diplomacy and International Relations	HRM and Business Psychology	Marketing		Tourism
Management Elective 1	ARTB141	Art World		X				
	DIPB101	Foreign Policy and Diplomacy			X			
	ITLB121	Python and Statistics in Data Analytics	X					
	MKTB108	Marketing Communication and Branding				X		
	PSYB133	Psychology in Organisations				X		
	TURB113	Introduction to Tourism Management					X	
Management Elective 2	ARTB142	Managing an Art Project		X				
	HRMB102	Contemporary HRM Tools				X		
	INTB106	Global Governance			X			
	ITLB122	Introduction to Databases	X					
	MKTB133	Marketing of Services (X0)					X	X
Management Electives 3-5	ARTB116	Music and Performing Arts Management		X				X
	ARTB118	Contemporary Galleries		X				X
	ARTB125	Cultural Diversity and Sustainability in the Arts		X				X
	ARTB140	Film Industry		X				X
	DIPB105	Diplomatic Skills and Practice			X			X
	DIPB106	Public Diplomacy and Soft Power			X			X
	HRMB103	Diversity Management				X		X
	HRMB106	Digital HRM and People Analytics	X			X		X
	HRMB107	Talent Management and Employee Development				X		X
	INTB102	EU Institutions and Policies			X			X
	INTB105	Sustainable Development and Development Policy			X			X
	INTB107	Regional Diplomacy			X			X
	ITLB123	Visual Introduction to Machine Learning	X					X
	ITLB124	Ethical Use of AI and Data	X					X
	MANB109	Change Management				X		X
	MANB110	Corporate Governance				X		X
	MKTB109	Digital Consumer Marketing		X			X	X
	MKTB110	Buyer Behaviour					X	X
	MKTB111	Responsible Marketing					X	X
	MKTB112	Public Relations and Reputation Management					X	X
	MKTB113	Marketing Data Analytics	X				X	X
	PSYB136	Power and Leadership				X		X
	STAB104	Advanced Quantitative Skills	X					X
TURB110	Sustainability and Diversity in Tourism						X	
TURB112	Hotel Operations						X	
TURB135	Strategic Planning in Tourism						X	