

Standard curriculum for BSc in Business Management

Semester	Code	Module	Credits	Contact hrs per week
1	BPSB107	Sustainable Business in Context	10	4
1	ECOB106	Business Economics	5	2
1	ENGB175	English Language Skills Development 1	0	6
1	ITLB118	Productivity and Digital Collaboration Essentials	5	2
1	LAWB104	Business Law for Managers	5	2
1	SKIB115	Critical Analysis & Effective Writing	5	2
Total for semester 1			30	
2	ENGB176	English Language Skills Development 2	0	6
2	FINB118	Accounting and Finance for Managers	5	2
2	MANB115	Foundations of Management and Organisation	5	2
2	MKTB107	Fundamentals of Marketing	5	2
2	SKIB116	Business Presence and Oral Communication	5	2
2	STAB103	Data Literacy	5	2
2	PSX	Pre-Specialisation Electives	5	
Total for semester 2			30	
3	HRMB105	Human Resource Management	5	2
3	MANB116	Business Insights and Storytelling	5	2
3	MANB117	Principles of Project Management	5	2
3	SKIB117	Effective Teamwork	5	2
3	MANBX1	Management Elective 1	10	
Total for semester 3			30	
4	ITLB119	Artificial Intelligence in Business	5	2
4	ITLB120	Supply Chain and Operations Management	5	2
4	MANB118	Entrepreneurial Journey	5	2
4	SKIB118	Career and Employability Skills	5	2
4	CCCX	Cross-Cultural Communication Electives	5	
4	MANBX2	Management Elective 2	5	
Total for semester 4			30	
5	SKIB119	Research Skills for Business Projects	10	4
5	FYCX	Final Year Challenge	20	
Total for semester 5			30	
6	BPSB108	Strategic Management	10	4
6	MANB119	Business Consultancy Skills	5	2
6	MANBX3	Management Electives 3-5	15	

Total for semester 6	30
Grand Total	180

Contents of module groups

Pre-Specialisation Electives		Credits	Hours
ARTB110	Introduction to Visual Culture	5	1
DIPB111	Introduction to Political Science	5	1
MANB101	Business Ethics	5	2
PSYB111	Introduction to Psychology	5	

Management Elective 1		Credits	Hours
ARTB141	Art World	10	2
INTB107	Foundations of International Relations	10	4
ITLB121	Python and Statistics in Data Analytics	10	4
MKTB108	Marketing Communication and Branding	10	4
PSYB133	Psychology in Organisations	10	2
TURB113	Introduction to Tourism Management	10	4

Cross-Cultural Communication Electives		Credits	Hours
CULB114	Cross-Cultural Communication in Arabic-Speaking Contexts	5	2
CULB115	Cross-Cultural Communication in Chinese-Speaking Contexts	5	2
CULB116	Cross-Cultural Communication in Japanese-Speaking Contexts	5	2
CULB117	Cross-Cultural Communication in French-Speaking Contexts	5	2
CULB118	Cross-Cultural Communication in Russian-Speaking Contexts	5	2

Management Elective 2		Credits	Hours
ARTB142	Managing an Art Project	5	2
DIPB101	Foreign Policy and Diplomacy	5	2
HRMB102	Contemporary HRM Tools	5	2
ITLB122	Introduction to Relational Databases	5	2
MKTB133	Marketing of Services (X0)	5	1

Final Year Challenge		Credits	Hours
BPSB109	Business Simulation	20	1
DISB102	BSc Dissertation	20	1
PLCB101	Work Placement	20	
PLCB111	Study Abroad Semester	20	

Management Electives 3-5		Credits	Hours
ARTB116	Music and Performing Arts Management	5	1
ARTB118	Contemporary Galleries	5	1
ARTB125	Cultural Diversity and Sustainability in the Arts	5	2
ARTB140	Film Industry	5	1
DIPB105	Diplomatic Skills and Practice	5	2
DIPB106	Public Diplomacy and Soft Power	5	2
HRMB103	Diversity Management	5	1
HRMB106	Digital HRM and People Analytics	5	2
HRMB107	Talent Management and Employee Development	5	2
INTB102	EU Institutions and Policies	5	
INTB105	Sustainable Development and Development Policy	5	2

INTB106	Global Governance	5	2
ITLB123	Visual Introduction to Machine Learning	5	2
ITLB124	Ethical Use of AI and Data	5	2
MANB109	Change Management	5	1
MANB110	Corporate Governance	5	2
MKTB109	Digital Consumer Marketing	5	2
MKTB110	Buyer Behaviour	5	2
MKTB111	Responsible Marketing	5	2
MKTB112	Public Relations and Reputation Management	5	2
MKTB113	Marketing Data Analytics	5	2
PSYB136	Power and Leadership	5	1
STAB104	Advanced Quantitative Skills	5	2
TURB110	Sustainability and Diversity in Tourism	5	2
TURB112	Hotel Operations	5	2
TURB135	Strategic Planning in Tourism	5	1

Specialisations

Prerequisites

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
INTB106	Global Governance
INTB107	Foundations of International Relations

HRM and Business Psychology

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

Marketing

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

Tourism

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