

Business Studies Modules Spring 2023 (provisional)

Module Set 1	Business Studies Year 1	STAGE	SEM	MODULE TITLE	ECTS CREDITS
	Bachelor of Business (Honours)	1	2	Accounting Applications	5
	Bachelor of Business (Honours)	1	2	Business Applications	5
	Bachelor of Business (Honours)	1	2	International Business Environment	5
	Bachelor of Business (Honours)	1	2	Business & Contract Law	5
	Bachelor of Business (Honours)	1	2	Business Mathematics	5
	Bachelor of Business (Honours)	1	2	Managing the Marketing Mix	5
					30
Module Set 2	Accounting Year 2	STAGE	SEM	MODULE TITLE	ECTS CREDITS
	Bachelor of Business (Honours) - Accounting	2	4	Management Accounting	5
	Bachelor of Business (Honours) - Accounting	2	4	Corporate Reporting	5
	Bachelor of Business (Honours) - Accounting	2	4	Principles of Managerial Finance	5
	Bachelor of Business (Honours) - Accounting	2	4	Capital Gains & CAT	5
	Bachelor of Business (Honours) - Accounting	2	4	Creative Thinking & Innovation	5
	Bachelor of Business (Honours) - Accounting	2	4	Quantitative Methods	5
					30
Module Set 3	Marketing Year 2	STAGE	SEM	MODULE TITLE	ECTS CREDITS
	Bachelor of Business (Honours) - Marketing	2	4	Marketing Research	5
	Bachelor of Business (Honours) - Marketing	2	4	Creative Thinking & Innovation	5
	Bachelor of Business (Honours) - Marketing	2	4	Quantitative Methods	5
	Bachelor of Business (Honours) - Marketing	2	4	Consumer Culture	5
	Bachelor of Business (Honours) - Marketing	2	4	Digital Marketing	5
	Bachelor of Business (Honours) - Marketing	2	4	Retail Marketing	5
					30
Module Set 4	Management Year 2	STAGE	SEM	MODULE TITLE	ECTS CREDITS
	Bachelor of Business (Honours) - Management	2	4	Organisational Behaviour	5
	Bachelor of Business (Honours) - Management	2	4	Procurement	5
	Bachelor of Business (Honours) - Management	2	4	Marketing Research	5
	Bachelor of Business (Honours) - Management	2	4	Creative Thinking & Innovation	5
	Bachelor of Business (Honours) - Management	2	4	Quantitative Methods	5
	Bachelor of Business (Honours) - Management	2	4	Retail Marketing	5
					30
Module Set 5	Marketing Year 4	STAGE	SEM	MODULE TITLE	ECTS CREDITS
	Bachelor of Business (Honours) - Marketing	4	8	Customer Experience Management	5
	Bachelor of Business (Honours) - Marketing	4	8	Digital Marketing Communication	5
	Bachelor of Business (Honours) - Marketing	4	8	Strategic Marketing	5
	Bachelor of Business (Honours) - Marketing	4	8	Direct Marketing	5
	Bachelor of Business (Honours) - Marketing	4	8	Business Intelligence	5
	Bachelor of Business (Honours) - Marketing	4	8	Strategic Management Implementation	5
					30
Module Set 6	Management Year 4	STAGE	SEM	MODULE TITLE	ECTS CREDITS
	Bachelor of Business (Honours) - Management	4	8	Strategic Human Resource Management	5
	Bachelor of Business (Honours) - Management	4	8	Retail Management	5
	Bachelor of Business (Honours) - Management	4	8	Business Intelligence	5
	Bachelor of Business (Honours) - Management	4	8	Strategic Management Implementation	5
	Bachelor of Business (Honours) - Management	4	8	Business Simulation Game	5
	Bachelor of Business (Honours) - Management	4	8	Employment Law	5
					30