

University of Birmingham

Bachelor of Science (Honours) Business Management with Communications (Top-up), Full-time

Modules (Applicable for intakes before 2021)

Year 2 (120 credits)

- Business Accounting
- Consumer Behaviour
- Event Management
- Fundamentals of Leadership
- International Entrepreneurship
- International Marketing
- Managerial Finance
- Operations Management
- Organisational Behaviour
- Public Relations
- Service and Relationship Marketing
- Intermediate Business Economics and the Macroeconomy
- Internal and External Communications
- Communications Placement (project)

Year 3 (120 credits)

- Crisis Management
- Digital Marketing
- Employee Relations
- International Human Resource Management
- Research Skills
- Strategic Stakeholder Communications
- Social Marketing and Societal Issues
- Business Analytics
- Advanced Business Economics
- Communications Placement (taught component)
- Dissertation
- Strategic Management

Note:

- The module to be offered would be pre-determined by the University.
- Students on this programme will also cover additional Year 1 materials to help support them in their Year 2 studies.
- The modules listed here and on the University's website may occasionally be subject to change. For example, as you will appreciate, key members of staff may leave the University and this might necessitate a review of the modules that are offered. Where a module is no longer available, we will let you know as soon as we can and help you make other choices.