

# University of Birmingham

## Bachelor of Science (Honours) Business Management with Communications and Year in Industry (Top-up), Full-time

### Modules (Applicable for intakes before 2021)

#### Year 2 (180 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
- Industry Placement A (12 weeks, self-sourced by student)

#### Year 3 (180 credits)

- Crisis Management
- Digital Marketing
- International Human Resource Management
- Research Skills
- Social Marketing and Societal Issues
- Strategic Stakeholder Communications
- Business Analytics
- Advanced Business Economics
- Dissertation
- Strategic Management
- Industry Placement B (24 weeks, self-sourced by student)

#### Note:

– The modules 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.