

University of Birmingham

Bachelor of Science (Honours) Business Management with Industrial Placement (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
- Service and Relationship Marketing
- Intermediate Business Economics and the Macroeconomy
- Industry Placement A (self-sourced by student)

Year 3 (180 credits)

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

Note:

- The modules to be offered would be pre-determined by the university.
- 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.