

BA (Hons) Business Studies



Modules

Year 1

- Principles of Management
- Professional Skills
- Management in Practice
- Introduction to Business Finance
- Employability Skills
- Analysis of Real World Issues

Year 2

- Marketing Theory and Practice
- Advanced Presentation and Communication Skills
- Business Negotiations in Practice
- Organisational Behaviour
- Leadership and Teams
- Group Business Development Applied Project

Year 3

- Strategic Management
- Career Strategy and Planning
- Business Sustainability and Social Responsibility in Practice
- Theory of Innovation
- Creative Problem Solving in Business
- Business Innovation in Practice

Duration : *Three Years (Full-time)*

MNQF Level : 7

Mode of study : *Face to Face*



Awarded by University of West London