

BA (Hons) Business Administration

CORE MODULES LEVEL 6

Global Strategic Management 30 credits

Global Contemporary Business Issues 30 credits

MARKETING STREAM

Global Marketing Strategies 15 credits

Customer Management 15 credits

Marketing Dissertation 30 credits

FINANCE STREAM

International Developments in Accounting 15 credits

Forensic Accounting 15 credits

Accounting and Finance Project 30 credits

STRATEGY AND MANAGEMENT STREAM

Creative Management and Marketing 15 credits

Corporate Social Responsibility and Business Ethics 15 credits

Strategy and Management Dissertation 30 credits



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