

# module diagrams



University  
of Worcester

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**Worcester Business School  
Module Diagrams 2012**

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## Accounting BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Business Law
		Management Concepts	Economic Concepts	Business Accounting Systems
<b>Year 2</b>	Business Research	Financial Accounting & Analysis	Audit, Ethics & Governance	Free Option
	Small Organisation Development	Management Accounting & Finance	Personal Taxation	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Advanced Management Accounting	Corporate Taxation	IFRS for SMEs
	Global Business Strategy	Corporate Finance	Corporate Financial Reporting	

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## Advertising & Marketing MSc

<b>Semester A (September)</b>	Marketing Management	Creative Communications	Customer Insight
<b>Semester B (January)</b>	Advertising & Promotions	Advertising Psychology	Emerging Themes in Marketing
<b>Summer</b>	Research Methods	Dissertation	

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## Advertising BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Creative Concepts
		Management Concepts	Economic Concepts	Issues in Advertising
<b>Year 2</b>	Business Ethics	Advertising & the Mind of the Consumer	Customer Behaviour	Free Option
	Marketing Communications Development	Advertising Management	Interactive Marketing	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Advertising Campaign Strategy	Brand Management	Independent Study Market Profile
	Contemporary Marketing Strategy		Contemporary Developments in Advertising	

## Business Information Technology BSc (Hons)

<b>Year 1</b>	The Computing Professional	Introduction to Web Development	Introduction to Application Development OR Creative Computing	Marketing Concepts
		Database Applications	Computing OR Business Option	Management Concepts
<b>Year 2</b>	Systems Analysis & Design	Computing Option	Database Management Systems	Project Management
	Systems Development	Computing Option	Interactive Marketing OR Small Organisation Development	Operations Management
Optional 1-Year Computing Placement				
<b>Year 3</b>	Professionalism in Context	Computing or Business Option	Managing Emerging Issues	Business Information Technology Project
	e-business	Computing Option	Information Technology for Business Innovation	

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## Business Management BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Business Option	Business Option	Free Option
	Business Option	Business Option	Business Option	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Contemporary Global Systems	Business Option	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Sustainable Management	Business Option	

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## Business, Accountancy & Advertising BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Financial Accounting & Analysis	Advertising & the Mind of the Consumer	Free Option
	Business Option	Management Accounting & Finance	Advertising Management	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Advanced Management Accounting	Advertising Campaign Strategy	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Corporate Finance		

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## Business, Accountancy & Economics BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Financial Accounting & Analysis	Macro Economics	Free Option
	Business Option	Management Accounting & Finance	Micro Economics	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Advanced Management Accounting	Contemporary Global Systems	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Corporate Finance	Economics of Business	

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## Business, Accountancy & Human Resource Management BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Financial Accounting & Analysis	Managing People & Performance	Free Option
	Business Option	Management Accounting & Finance	Human Resources: Context & Practice	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Advanced Management Accounting	Managing the Diverse Workforce	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Corporate Finance	Inside the Contemporary Workplace	

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## Business, Accountancy & Marketing BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Financial Accounting & Analysis	Customer Behaviour	Free Option
	Business Option	Management Accounting & Finance	Interactive Marketing	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Advanced Management Accounting	Contemporary Issues In Marketing	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Corporate Finance	Contemporary Marketing Strategy	

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## Business, Accountancy & Public Relations BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Financial Accounting & Analysis	Public Relations Practice	Free Option
	Business Option	Management Accounting & Finance	Public Relations & Campaigning	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Advanced Management Accounting	Public Relations & Society	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Corporate Finance	Selling The Prime Minister	

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## Business, Advertising & Human Resource Management BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Advertising & the Mind of the Consumer	Managing People & Performance	Free Option
	Business Option	Advertising Management	Human Resources: Context & Practice	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Advertising Campaign Strategy	Managing the Diverse Workforce	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy		In the Contemporary Workplace	

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## Business, Advertising & Public Relations BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Advertising & the Mind of the Consumer	Public Relations Practice	Free Option
	Business Option	Advertising Management	Public Relations & Campaigning	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Advertising Campaign Strategy	Public Relations & Society	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy		Selling The Prime Minister	

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## Business, Economics & Advertising BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Macro Economics	Advertising & the Mind of the Consumer	Free Option
	Business Option	Micro Economics	Advertising Management	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Contemporary Global Systems	Advertising Campaign Strategy	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Economics of Business		

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## Business, Economics & Human Resource Management BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Macro Economics	Managing People & Performance	Free Option
	Business Option	Micro Economics	Human Resources: Context & Practice	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Contemporary Global Systems	Managing the Diverse Workforce	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Economics of Business	In the Contemporary Workplace	

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## Business, Economics & Public Relations BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Macro Economics	Public Relations Practice	Free Option
	Business Option	Micro Economics	Public Relations & Campaigning	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Contemporary Global Systems	Public Relations & Society	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Economics of Business	Selling The Prime Minister	

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## Business, Entrepreneurship & Accountancy BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Creative Problem Solving	Financial Accounting & Analysis	Free Option
	Business Option	Small Organisation Development	Management Accounting & Finance	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing Entrepreneurship	Advanced Management Accounting	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Entre & Intrapreneurship	Corporate Finance	

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## Business, Entrepreneurship & Advertising BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Creative Problem Solving	Advertising & the Mind of the Consumer	Free Option
	Business Option	Small Organisation Development	Advertising Management	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing Entrepreneurship	Advertising Campaign Strategy	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Entre & Intrapreneurship		

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## Business, Entrepreneurship & Human Resource Management BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Creative Problem Solving	Managing People & Performance	Free Option
	Business Option	Small Organisation Development	Human Resources: Context & Practice	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing Entrepreneurship	Managing the Diverse Workforce	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Entre & Intrapreneurship	In the Contemporary Workplace	

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## Business, Entrepreneurship & Management BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Creative Problem Solving	Project Management	Free Option
	Business Option	Small Organisation Development	Operations Management	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing Entrepreneurship	Managing Emerging Issues	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Entre & Intrapreneurship	Sustainable Management	

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## Business, Entrepreneurship & Marketing BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Creative Problem Solving	Customer Behaviour	Free Option
	Business Option	Small Organisation Development	Interactive Marketing	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing Entrepreneurship	Contemporary Issues in Marketing	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Entre & Intrapreneurship	Contemporary Marketing Strategy	

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## Business, Entrepreneurship & Public Relations BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Creative Problem Solving	Public Relations Practice	Free Option
	Business Option	Small Organisation Development	Public Relations & Campaigning	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing Entrepreneurship	Public Relations & Society	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Entre & Intrapreneurship	Selling The Prime Minister	

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## Business, Human Resource Management & Public Relations BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Managing People & Performance	Public Relations Practice	Free Option
	Business Option	Human Resources: Context & Practice	Public Relations & Campaigning	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing the Diverse Workforce	Public Relations & Society	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	In the Contemporary Workplace	Selling The Prime Minister	

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## Business, Leadership & Entrepreneurship BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Leadership Principles & Practice	Creative Problem Solving	Free Option
	Business Option	Leadership in Action	Small Organisation Development	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Coaching & Mentoring	Managing Entrepreneurship	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Leadership in Turbulent Times	Entre & Intrapreneurship	

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## Business, Leadership & Human Resource Management BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Leadership Principles & Practice	Managing People & Performance	Free Option
	Business Option	Leadership in Action	Human Resources: Context & Practice	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Coaching & Mentoring	Managing the Diverse Workforce	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Leadership in Turbulent Times	In the Contemporary Workplace	

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## Business, Leadership & Management BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Leadership Principles & Practice	Project Management	Free Option
	Business Option	Leadership in Action	Operations Management	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Coaching & Mentoring	Managing Emerging Issues	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Leadership in Turbulent Times	Sustainable Management	

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## Business, Management & Accountancy BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Project Management	Financial Accounting & Analysis	Free Option
	Business Option	Operations Management	Management Accounting & Finance	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing Emerging Issues	Advanced Management Accounting	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Sustainable Management	Corporate Finance	

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## Business, Management & Advertising BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Project Management	Advertising & the Mind of the Consumer	Free Option
	Business Option	Operations Management	Advertising Management	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing Emerging Issues	Advertising Campaign Strategy	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Sustainable Management		

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## Business, Management & Economics BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Project Management	Macro Economics	Free Option
	Business Option	Operations Management	Micro Economics	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing Emerging Issues	Contemporary Global Systems	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Sustainable Management	Economics of Business	

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## Business, Management & Human Resource Management BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Project Management	Managing People & Performance	Free Option
	Business Option	Operations Management	Human Resources: Context & Practice	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing Emerging Issues	Managing the Diverse Workforce	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Sustainable Management	In the Contemporary Workplace	

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## Business, Management & Marketing BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Project Management	Customer Behaviour	Free Option
	Business Option	Operations Management	Interactive Marketing	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing Emerging Issues	Contemporary Issues in Marketing	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Sustainable Management	Contemporary Marketing Strategy	

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## Business, Management & Public Relations BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Project Management	Public Relations Practice	Free Option
	Business Option	Operations Management	Public Relations & Campaigning	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing Emerging Issues	Public Relations & Society	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Sustainable Management	Selling The Prime Minister	

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## Business, Marketing & Advertising BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Customer Behaviour	Advertising & the Mind of the Consumer	Free Option
	Business Option	Interactive Marketing	Advertising Management	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Contemporary Issues in Marketing	Advertising Campaign Strategy	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Contemporary Marketing Strategy		

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## Business, Marketing & Economics BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Customer Behaviour	Macro Economics	Free Option
	Business Option	Interactive Marketing	Micro Economics	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Contemporary Issues in Marketing	Contemporary Global Systems	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Contemporary Marketing Strategy	Economics of Business	

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## Business, Marketing & Human Resource Management BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Customer Behaviour	Managing People & Performance	Independent Study Market Profile Financial Investigation HR Investigation
	Business Option	Interactive Marketing	Human Resources: Context & Practice	
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Contemporary Issues in Marketing	Managing the Diverse Workforce	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Contemporary Marketing Strategy	In the Contemporary Workplace	

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## Business, Marketing & Leadership BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Customer Behaviour	Leadership Principles & Practice	Free Option
	Business Option	Interactive Marketing	Leadership in Action	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Contemporary Issues in Marketing	Coaching & Mentoring	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Contemporary Marketing Strategy	Leadership in Turbulent Times	

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## Business, Marketing & Public Relations BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Customer Behaviour	Public Relations Practice	Free Option
	Business Option	Interactive Marketing	Public Relations & Campaigning	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Contemporary Issues in Marketing	Public Relations & Society	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Contemporary Marketing Strategy	Selling The Prime Minister	

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## Computer Games Design & Development BSc (Hons)

<b>Year 1</b>	The Computing Professional	Introduction to Web Development	Introduction to Application Development	Free Option
		Database Applications	Introduction to Game Design & Development	Free Option
<b>Year 2</b>	Systems Analysis & Design	Object Oriented Design & Development	Foundations of Game Design	Free Option
	Systems Development	Computing Option	Foundations of Games Engineering	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Professionalism in Context	Advanced Game Design	Advance Object Oriented Design & Development	Game Design & Development Project
	Nature of Computing	3D Game Engineering	Computing Option	

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## Computing BSc (Hons)

<b>Year 1</b>	The Computing Professional	Introduction to Web Development	Introduction to Application Development	Free Option
		Database Applications	Introduction to Game Design & Development	Free Option
<b>Year 2</b>	Systems Analysis & Design	Computing Option	Computing Option	Free Option
	Systems Development	Computing Option	Computing Option	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Professionalism in Context	Computing Option	Computing Option	Computing Project
	Nature of Computing	Computing Option	Computing Option	

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## Finance & Management MSc

<b>Semester A (September)</b>	Marketing Management	Organisational Leadership & Change Management	Finance for Managers
<b>Semester B (January)</b>	Emerging Themes in International Business	Corporate Financial Management	International Financial Management
<b>Summer</b>	Research Methods	Dissertation	

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## Information Technology for Education BSc (Hons)

<b>Year 1</b>	The Computing Professional	Introduction to Web Development	Foundation studies in Education	Education OR Computing Option
		Database Applications	Education and Policy	Computing Option
<b>Year 2</b>	Systems Analysis & Design	Computing Option	Making Sense of Education	Computing OR Education Option
	Systems Development	Computing Option	ICT and Education	Computing OR Education Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Professionalism in Context	Creative Web Design	Issues in ICT and Education	ITE Project
	Computing OR Education Option	Computing Option	Education Option	

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## International Business BA (Hons)

<b>Year 3</b>	Contemporary Global Systems	Intercultural Perspectives	Business Option	Market Profile
	Global Business Strategy	Business Option	Business Option	

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## International Finance BA (Hons)

<b>Year 3</b>	Contemporary Global Systems	Advanced Management Accounting	Advanced Financial Accounting & Analysis	Financial Investigation
	Global Business Strategy	Corporate Finance	The Business of Banking	

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## International Human Resource Management BA (Hons)

<b>Year 3</b>	Intercultural Perspectives	Managing the Diverse Workforce	Managing Emerging Issues	HR Investigation
	Global Business Strategy	Inside the Contemporary Workplace	Sustainable Management	

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## International Management MSc

<b>Semester A (September)</b>	Marketing Management	Organisational Leadership & Change Management	Finance for Managers
<b>Semester B (January)</b>	Emerging Themes in International Business	<i>Two modules from:</i> International Human Resource Management, International Financial Management, Emerging Themes in Marketing	
<b>Summer</b>	Research Methods	Dissertation	

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## International Marketing BA (Hons)

<b>Year 3</b>	Intercultural Perspectives	Contemporary Issues in Marketing	Brand Management	Market Profile
	Global Business Strategy	Contemporary Marketing Strategy	International Marketing	

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# International Business Management MBA

<b>Semester A (September)</b>	Marketing Management	Organisational Leadership & Change Management	Finance for Managers
<b>Semester B (January)</b>	International Business Strategy	Operations Management	Emerging Themes in International Business or International Human Resource Management or International Financial Management or Emerging Themes in Marketing
<b>Summer</b>	(International Consultancy) Dissertation		

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## Management & Human Resources MSc

<b>Semester A (September)</b>	Marketing Management	Organisational Leadership & Change Management	Finance for Managers
<b>Semester B (January)</b>	Emerging Themes in International Business	Human Resource Management	International Human Resource Management
<b>Summer</b>	Research Methods	Dissertation	

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## Management BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Project Management	Leadership Principles and Practice	Managing People and Performance
	Small Organisation Development	Operations Management	Leadership in Action	Human Resources: Context & Practice
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Managing Emerging Issues	Coaching & Mentoring OR Managing Entrepreneurship	Independent Study
	Global Business Strategy	Sustainable Management	Leadership in Turbulent Times OR Entre & Intrapreneurship	HR Investigation

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## Management MSc

<b>Semester A (September)</b>	Marketing Management	Organisational Leadership & Change Management	Finance for Managers
<b>Semester B (January)</b>	Emerging Themes in International Business	<i>Two modules from:</i> Human Resource Management, Emerging in Marketing, Corporate Financial Management	
<b>Summer</b>	Research Methods	Dissertation	

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## Marketing & Finance MSc

<b>Semester A (September)</b>	Marketing Management	Finance for Managers	Customer Insight
<b>Semester B (January)</b>	Emerging Themes in Marketing	Corporate Financial Management	International Financial Management
<b>Summer</b>	Research Methods	Dissertation	

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## Marketing & Human Resources MSc

<b>Semester A (September)</b>	Marketing Management	Organisational Leadership & Change Management	Customer Insight
<b>Semester B (January)</b>	Emerging Themes in Marketing	Human Resource Management	International Human Resource Management
<b>Summer</b>	Research Methods	Dissertation	

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## Marketing BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Free Option
		Management Concepts	Economic Concepts	Free Option
<b>Year 2</b>	Business Ethics	Sales Management	Customer Behaviour	Free Option
	Business Research	Marketing Communications Development	Interactive Marketing	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Contemporary Issues in Marketing	Brand Management	Independent Study Market Profile
	Global Business Strategy	Contemporary Marketing Strategy	International Marketing	

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# Marketing Management MSc

<b>Semester A (September)</b>	Marketing Management	Organisational Leadership & Change Management	Customer Insight
<b>Semester B (January)</b>	Emerging Themes in International Business	Emerging Themes in Marketing	<i>One option from: Advertising &amp; Promotions OR Advertising Psychology</i>
<b>Summer</b>	Research Methods	Dissertation	

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## Marketing, Advertising & Public Relations BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Creative Concepts
		Management Concepts	Economic Concepts	Issues in Advertising
<b>Year 2</b>	Business Ethics	Customer Behaviour	Advertising & the Mind of the Consumer	Public Relations Practice
	Marketing Communications Development	Interactive Marketing	Advertising Management	Public Relations and Campaigning
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Contemporary Issues in Marketing	Advertising Campaign Strategy	Public Relations & Society
	Global Business Strategy	Contemporary Marketing Strategy		Selling the Prime Minister

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## Web Development BSc (Hons)

<b>Year 1</b>	The Computing Professional	Introduction to Web Development	Introduction to Application Development	Free Option
		Database Applications	Introduction to Game Design & Development	Free Option
<b>Year 2</b>	Systems Analysis & Design	Object Oriented Design & Development	Interface Analysis	Free Option
	Systems Development	Computing Option	Web Authoring & Design	Free Option
Optional 1-Year Business Placement				
<b>Year 3</b>	Professionalism in Context	e-commerce technologies	Creative Web Design OR Advance Object Oriented Design & Development	Web Development Project
	Nature of Computing	e-business	Computing Option	

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# International Business Management BA (Hons)

<b>Year 1</b>	The Business Professional	Marketing Concepts	Financial Concepts	Language
		Management Concepts	Economic Concepts	Language
<b>Year 2</b>	Business Ethics	Business Option	Business Option	Business Option
	Study Overseas			
Optional 1-Year Business Placement				
<b>Year 3</b>	Enhancing Organisations & Employability	Contemporary Global Systems	Intercultural Perspectives	Market Profile
	Global Business Strategy	International Marketing	Business Option	

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## Business Management BA (Hons) (top up)

<b>Year 3</b>	Enhancing Organisations & Employability	Managing Emerging Issues	Business Option	Independent Study Market Profile Financial Investigation HR Investigation
	Global Business Strategy	Inside the Contemporary Workplace	Business Option	

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## Masters of Business Administration (MBA)

<b>Semester A (September)</b>	Financial Management	Organisational Management	Customer Insight
<b>Semester B (January)</b>	Strategic Management & Globalisation	Leadership & Change Management	<i>One option from:</i> SME Growth & Entrepreneurship Or Applied Coaching & Mentoring
<b>Summer</b>	Research Methods	Dissertation	

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## Web Innovation & Entrepreneurship BSc (Hons)

<b>Year 1</b>	The Computing Professional	Introduction to Web Development	Marketing Concepts	Financial Concepts
		Database Applications	Management Concepts	Business Law OR Business Accounting Systems
<b>Year 2</b>	Systems Analysis & Design	Interface Analysis	Customer Behaviour	Creative Problem-Solving
	Systems Development	Web Authoring & Design	Interactive Marketing	Small Organisation Development
Optional 1-Year Business Placement				
<b>Year 3</b>	Professionalism in Context	Creative Web Design	Managing Entrepreneurship	Web Innovation Project
	e-business	Information Technology for Business Innovation	Entre & Intrapreneurship	

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Updated 8 July 2011