

Programmes

University of London

Business Administration Programme

Course Outline

BSc Business Administration - Marketing Pathway:

Stage 1 - Four Compulsory Courses:

Foundations of Quantitative Methods for Sustainable Organisations
Interpreting Management, Market, and Consumption
Information Systems and Organisation Studies
International Business and Accounting

Stage 2 - Four Compulsory Courses:

Employability and Human Resource Management
Marketing Research and Digital Marketing
Operations Management and Marketing Strategy
Strategic Management and Accounting

Stage 3 - Three Compulsory Courses (Choose One):

Brands, Branding, and Advertising
Consumer Behaviour and Global Marketing
Integrating Management: Business in Context, Leadership, and Innovation

Plus One Optional Stage 3 Course (Choose One):

International Human Resource Management
The Individual at Work and Globalisation
Emerging Markets and Asia Pacific Business
European Business and International Competition

BSc Business Administration - International Business Pathway:

Stage 1 - Four Compulsory Courses:

Foundations of Quantitative Methods for Sustainable Organisations
Interpreting Management, Market, and Consumption
Information Systems and Organisation Studies
International Business and Accounting

Stage 2 - Four Compulsory Courses:

Employability and Human Resource Management
Operations Management and Marketing Strategy
Strategic Management and Accounting
The Global Economy and Multinational Enterprise

Stage 3 - Three Compulsory Courses:

Integrating Management: Business in Context, Leadership, and Innovation
Emerging Markets and Asia Pacific Business
European Business and International Competition

Plus One Optional Stage 3 Course (Choose One):

Brands, Branding, and Advertising
Consumer Behaviour and Global Marketing
International Human Resource Management
The Individual at Work and Globalisation

These pathways offer a specialised focus within the broader BSc Business Administration program, allowing students to tailor their studies to specific areas of interest in marketing or international business. Students can choose optional courses to further customise their educational experience.