

YSJU BACHELOR OF ARTS (HONOURS) BUSINESS MANAGEMENT module synopsis

Modules (Effective from 4 September 2023)

1. Practising Responsible Business Behaviours
2. Organisational Behaviour in a Digital Age
3. Entrepreneurship and the Business Environment
4. Business Analytics and the Block Chain
5. Managing Business Resources
6. Understanding Customers and Markets
7. Management Practice in Disruptive Times
8. Financial Analysis and Application
9. Managing Diversity and Inclusion in the Technological Revolution
10. Management Research Methods
11. Business, Creativity and Opportunism Skills for the Workplace of Today
12. Leading and Developing High Performing People
13. Research Investigation
14. Operations and Project Management
15. Developing Organisational Strategy in the Digital World
16. Business Ethics and Corporate Social Responsibility
17. Strategic Leadership for Innovation and Change
18. Technological Issues in Digital Era

Modules (Teach-out)

1. Ethics, Scandal and Business Decisions
2. Responsible Business
3. Managing Employee Performance
4. Ventures in Entrepreneurship
5. Business Operations
6. Management and Leadership
7. Research Methods and Project Management
8. Integrated Marketing Communications
9. People Management
10. Managing Finance
11. Strategic Marketing Planning
12. Developing a Business Research Project
13. Business Research Project
14. Organisational Strategy & Decision Making
15. Leadership Innovation and Change
16. International Marketing