UNIVERSITY OF LONDON

Name of course: Bachelor of Science Business Administration
Module Description

STAGE 1: 4 Compulsory courses

FOUNDATIONS OF QUANTITATIVE METHODS FOR SUSTAINABLE ORGANISATION
The course will develop student understanding of a wide variety of statistical techniques and seeks to improve cognitive skills, effective problem solving and the ability to interpret quantitative studies.

Students will examine the main interconnected economic, social, ecological and governance factors that determine the long-term sustainability of organisations and how these factors can influence each other.

INTERPRETING MANAGEMENT, MARKET AND CONSUMPTION
The course explores how and why marketing has developed and continues to develop and develops students' abilities to understand and engage with management concepts, theories and practices. It also equips you with analysis skills and introduces a range of issues that you need to focus upon to enhance your employability.

INTERNATIONAL BUSINESS AND ACCOUNTING
The course examines international strategy, international marketing, international finance, international human resource management, international supply chains (production/operations/logistics) and international sustainability management.

The course provides the necessary knowledge and theoretical concepts for understanding international business and analysing and devising international strategies for multinational enterprises. Students will examine the principles of financial decision making, with an emphasis on developing skills for analysing financial accounting information.

INFORMATION SYSTEMS AND ORGANISATION STUDIES
Business organisations use information technologies and systems to achieve corporate objectives, and as a solution to a variety of business challenges and problems. To fully understand information systems, it is necessary to be aware of the broader organisational, human and information technology dimensions of systems and their power to provide solutions to challenges and problems in the business environment.

The course examines the behavioural as well as the technical issues surrounding the development, use and impact of information systems used by managers and employees. Students will also explore the differences in classical and contemporary organisational forms and management techniques.

STAGE 2: 3 Compulsory courses

EMPLOYABILITY AND HUMAN RESOURCE MANAGEMENT

The course examines influences on employment, employability, career choice and career development. Key trends in employee management in a range of workplaces, including unionised and non-union, manufacturing and services, and domestic and multinational are also examined with the overall aim being to engender confidence and awareness of the challenges associated with career development.

The objective is to give you an understanding of the main concepts and models that underpin HRM, as well as a critical assessment of the relationship between theory and practice in HRM in contemporary workplaces.

OPERATIONS MANAGEMENT AND MARKETING STRATEGY

Students will study the tools and techniques used in the development of operational systems and the factors that affect the choice of operating methods.

The course examines the different approaches to the planning cycle (operating system and facility design) regarding the strategic aims of the organisation. It also looks at different production control techniques and their impact on the effectiveness and efficiency of an organisation, equipping students with a broad knowledge of strategic marketing in an industrial context and a demonstrable range of analytical marketing skills.

STRATEGIC MANAGEMENT AND ACCOUNTING

The course focuses on the key concepts and debates in the theory of corporate and business strategy; the changing context in which the corporate strategy is formulated and implemented; and how theoretical debates can be related to corporate strategies via the analysis of case studies covering a variety of industrial settings and situations.

The course also covers technical and non-technical aspects of management accounting, with a focus on the role management accounting plays in improving organisational performance.

Plus 1 optional Stage 2 course

MANAGING ORGANISATION CHANGE AND PERFORMANCE

The course examines organisational change and management practices and research examining motivation and performance. Students will put diagnostic and prescriptive tools into action, recognising both the limitations and strengths to these techniques and approaches.

Fundamental issues about why people work, how hard they work, how motivation relates to employee well-being and performance, and what social and structural forces influence work motivation and performance will also be explored.

MARKETING RESEARCH AND DIGITAL MARKETING
The course will focus around a conceptual framework for conducting research, drawing on the steps of the marketing research process. Both qualitative and quantitative methodologies are critically examined and then applied in the practical assignment.

You will learn to design and produce research that is actionable and relevant to marketing decisions. They will also examine digital marketing practices, supporting technologies and digital strategies including Search Engine Optimisation (SEO), customer acquisition and retention, customer service, direct marketing, communications, e-tailing and digital channel structures.

THE GLOBAL ECONOMY AND MULTINATIONAL ENTERPRISE
The course will provide an overview of the growth and development of the global economy during the twentieth-century.

Attention will be placed on the development of multinational enterprises (MNEs) and the role of Foreign Direct Investment as a driving force in the integration of developing countries into the globalisation process.

Students will gain an understanding of the genuine magnitude and significance of global economic forces and processes for national economies, industries and MNEs.

Stage 3: one compulsory module

INTEGRATING MANAGEMENT: business in context, leadership and innovation
The course draws together the student's learning over the entire programme.

Having gained an understanding of the workings of key corporate functions in their prior courses, this course will increase students' understanding of the opportunities and challenges that arise from the external business context in the early 21st century.

Students will be expected to reflect on the leadership and innovation challenges in contemporary organisations as they apply to the core subject areas they have studied in their prior courses.

Plus 3 optional Stage 3 courses

BRANDS, BRANDING AND ADVERTISING

Understanding the nature of brands and branding is not only critical for understanding the marketing environment, but also the nature of the consumer society that we live in.

This course is best suited to those students who are open to new ideas, who are self-motivated, willing to read extensively and contribute widely to online discussions and who are curious about the nature of contemporary consumption, markets and culture. It seeks to offer an integrated understanding of advertising and promotion from both a managerial and a cultural perspective.

CONSUMER BEHAVIOUR AND GLOBAL MARKETING

Students will explore sociological, anthropological and marketing issues of consumer behaviour, seeking to develop critical understandings of consumer behaviour that will hold relevance both inside and outside the domain of marketing practice.

The course will provide a high level of understanding of the theory and practice of global marketing and will enable students to develop insight into consumer behaviour in a global marketing context.

EMERGING MARKETS AND ASIA PACIFIC BUSINESS

The course examines emerging markets' commercial realities and national cultures within the context of a global economy. It assesses specific cases such as the BRIC economies (Brazil, Russia, India, and China), Türkiye, South Africa, other Eastern European or Latin American countries, providing students with the necessary analytical skills to assess emerging markets for potential entry.

It also focuses on the opportunities and challenges that multinationals face when doing business and investing in emerging markets. The main aims are to encourage and stimulate an interest in Asia Pacific markets and provide a firm grounding in the contemporary economic, political, and cultural contexts of the Asia Pacific nations.

INTERNATIONAL HUMAN RESOURCE MANAGEMENT

The world is integrating as businesses locate cross-nationally, and employees and managers move through the multinational company from one country to another.

Both the firm and human resource management (HRM) are being spatially stretched. This poses important questions for the management of human resources within organisations. The course examines these questions through practical examples, case studies and the latest research.

THE INDIVIDUAL AT WORK AND GLOBALISATION

Topics of work attitudes, identity at work, issues of work design including teamwork, contemporary communication at work, managing well-being at work and work-life balance, and individual career management are examined in this course.

The psychological and behavioural aspects, contemporary theory and empirical studies of these topics are analysed to provide an overview of practice and potential interventions. New employment practices adopted by established and emerging multinational firms will also be compared and assessed through case studies.

EUROPEAN BUSINESS AND INTERNATIONAL COMPETITION

The course examines European business within the European Union (EU) and in the greater global context. Attention is paid to key institutions, policies and processes involved in the widening and deepening of the union, including the theories explaining its development.

The implications for European businesses and for consumers of these are assessed. The interaction between policy-makers and businesses through lobbying and the implications for external relations will also be covered.