

Bachelor of Business Studies - International

Course Short Code

INTB

Course Year

4

Course Offering: 01

[Print PDF](#)

Bachelor of Business Studies International, Year 4, Full-Time

******IMPORTANT MESSAGE******

The purpose of this information sheet is to allow you view all modules connected to the Qualification, optional and core. You should print this sheet out and then continue to the next step where your registration will take place.

It is your responsibility to ensure that you register correctly for your Qualification AND for your Modules.

CORE MODULES

Students must select all Core modules.

OPTIONAL MODULES

Students MUST choose a specialism (20 Credits) from below.

BUSINESS ECONOMICS

Module Code	Module Title	Module Credits	Semester
ECO1011	Economic Estimation & Inference	5	Semester 1
ECO1017	Intermediate Microeconomics 1	5	Semester 1
ECO1013	International Economics	5	Semester 2
ECO1024	Environmental Economics in Action	5	Semester 2

DATA ANALYTICS

Module Code	Module Title	Module Credits	Semester
BAA1026	Data Analytics: Programming & Visualisation	10	Semester 1
BAA1027	Data Analytics: Machine Learning & Advanced Python	5	Semester 2
BAA1028	Workflow & Data Management	5	Semester 2

FINANCE

Module Code	Module Title	Module Credits	Semester
FBA1007	International Finance	5	Semester 1
FBA1008	Financial Theory	5	Semester 1
ECO1012	Econometrics & Forecasting	5	Semester 2
FBA1010	Risk Management	5	Semester 2

HR MANAGEMENT

Module Code	Module Title	Module Credits	Semester
MNA1004	Employee Relations Procedures	5	Semester 1
MNA1047	Talent Management	5	Semester 1
MNA1049	Cross-cultural Management	5	Semester 2
MNA1132	Organisational Psychology	5	Semester 2

MARKETING

Module Code	Module Title	Module Credits	Semester
MAD1013	Entrepreneurial Marketing Strategy	10	Semester 1 & 2
MAD1014	Advertising in the Digital Age	10	Semester 1 & 2

MANAGEMENT OF OPERATIONS

Module Code	Module Title	Module Credits	Semester
MNA1094	Supply Chain Management	5	Semester 1
MNA1095	International Service Management	5	Semester 1
MNA1017	Business Processes & Lean Thinking	5	Semester 2

