

Bachelor of Business Studies (INTRA)

Course Short Code

BSI

Course Year

4

Course Offering: 01

[Print PDF](#)

---

## **Bachelor of Business Studies (Intra) 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**

# **Core Modules**

## **Semester 1**

MNA 1098 Managing Change & Digital Transformation 5 Credits

## **Semester 2**

MNA	Responsible Management & Leadership for Sustainable	5
1099	Business	Credits

## **Year Long**

BAA 1003 New Enterprise Development Project 10 Credits

BAA 1019 Business Strategy 10 Credits

# Optional Modules

*Students MUST choose a Specialism (20 credits).*

*In addition to a specialism, students must choose either 5 credits per semester or choose a 10 credit year long option from the Optional Modules.*

*\*Students may select to take the Uaneen module PSK1000 as a contributory module in place of one of the optional modules in semester 2.*

**Programme Chair Approval Required:** - *Students who successfully completed a pre-approved summer school may register for module BAA1024 (Business Summer School) in place of both Semester 1 and Semester 2 optional modules. - Students who successfully completed a pre-approved ECIU module may register for the module BAA1101 (ECIU) in place of a Semester 1 optional module.*

**\*\*Please note that all subjects are subject to timetabling availability\*\***

## Business Economics

### Semester 1

ECO 1011 Economic Estimation & Inference 5 Credits

ECO 1017 Intermediate Microeconomics 1 5 Credits

### Semester 2

ECO 1013 International Economics 5 Credits

ECO 1024 Environmental Economics in Action 5 Credits

## Finance

### Semester 1

FBA 1007 International Finance 5 Credits

FBA 1008 Financial Theory 5 Credits

## **Semester 2**

ECO 1012 Econometrics & Forecasting 5 Credits

FBA 1010 Risk Management 5 Credits

## **HR Management**

### **Semester 1**

MNA 1004 Employee Relations Procedures 5 Credits

MNA 1047 Talent Management 5 Credits

### **Semester 2**

MNA 1049 Cross-cultural Management 5 Credits

MNA 1132 Organisational Psychology 5 Credits

## **Marketing**

### **Year Long**

MAD 1013 Entrepreneurial Marketing Strategy 5 Credits

MAD 1014 Advertising in the Digital Age 5 Credits

## **Management of Operations**

### **Semester 1**

MNA 1094 Supply Chain Management 5 Credits

MNA 1095 International Service Management 5 Credits

## Semester 2

MNA 1017 Business Processes & Lean Thinking 5 Credits

MNA 1096 Project Management 5 Credits

## Data Analytics

### Semester 1

BAA 1026 Data Analytics: Programming & Visualisation 10 Credits

### Semester 2

BAA 1027 Data Analytics: Machine Learning & Advanced Python 5 Credits

BAA 1028 Workflow & Data Management 5 Credits

## Optional Modules

### Semester 1

ACC 1013 Investment Management Services 5 Credits

ACC 1016 Corporate Governance 5 Credits

ECO 1014 Development Economics 5 Credits

ENI 1009 AI & Leading Sustainable Innovation 5 Credits

FBA 1008 Financial Theory 5 Credits

MAD 1011 Practical Market Research 5 Credits

MNA 1004 Employee Relations Procedures 5 Credits

MNA 1094 Supply Chain Management 5 Credits

### Semester 2

ACC 1009 Taxation 5 Credits

ECO 1010 Macroeconomic Policy 5 Credits

ECO 1012 Econometrics & Forecasting 5 Credits

ECO 1016 Urban & Regional Economics	5 Credits
FBA 1010 Risk Management	5 Credits
MNA 1017 Business Processes & Lean Thinking	5 Credits
MNA 1049 Cross-cultural Management	5 Credits
MNA 1096 Project Management	5 Credits

## **Year Long**

MAD 1013 Entrepreneurial Marketing Strategy	10
MAD 1014 Advertising in the Digital Age	10
PSK 1000 Uaneen Contributing Module	5

Last Updated: 16/07/2024