

BA with Honours in Business Management – 2020 entry

Duration of programme: Standard 4 years, (where students join the programme in year 1)

Award on successful completion: Bachelor of Arts with Honours

Location of delivery: Abertay University, Bell Street, Dundee

Composition of the programme: 120 SCQF (Scottish Credit and Qualifications Framework) credits in each academic year, delivered in modules of 20 credits each, with 3 modules taken in term 1, and 3 in term 2 each year.

Contact hours and workload: Each academic year typically requires 1200 hours of student effort; on average across the 4 years of this programme, 21% of that time is in lectures, seminars and similar activities; the remainder is independent study.

Assessment methods: Assessment combine a range of traditional and innovative approaches: portfolio projects, presentations, examinations, groupwork, simulation and at work assessments are all used in this programme.

Academic staff: This programme is delivered by staff of the Division of Accounting, Business and Management in the School of Business, Law and Social Science. Staff profiles can be viewed at <https://www.abertay.ac.uk/staff-search>

Core modules in the programme:
Introduction to Accounting
The Nature of Management
Understanding the Customer (from a marketing perspective)
Managing Ideas & People (from an HR perspective)
Business Economics
The Business Environment (from an economics perspective)
Researching Business
Operations & Supply Chain Management
The Future of Work
Global Competitiveness
International Business & Management
Managing Transformational Change
Other modules that may be offered, but are subject to change over time:
Law
Professional Practice portfolio
Practice-based Innovation (industry engagement module)
Project Management
Business Analytics
Corporate Communication
Creativity, Innovation and Marketing
Digital Business Strategy
Business Finance
Business in Society (from an ethics and corporate social responsibility perspective)

Work Placement
Live Management Project
Communications & Creative Design (from a marketing perspective)
Managing Sports Policy & Development
Financial Markets
Strategic Management & Leadership
Contemporary Issues in Business
Sport for Development
World Trade and Exporting

Developments in the discipline

This programme will change over time on the basis of new developments within the world of business and management. This is particularly likely in areas such as the use of technology and globalisation.