

Module Specifications

Year/Level: 5
Programme: Business Management with Information Systems

Module:	Consumer Behaviour	Module Code:	5FBS2003	Credits:	15
Module Description:				Mandatory	
This module explores the psychological principles that shape consumer behaviour and their application in marketing. Students evaluate consumer behaviour theories and apply them to the marketing of products and services.					
Module:	Managing People	Module Code:	5FBS2012	Credits:	15
Module Description:				Mandatory	
This module develops students' understanding of strategic people management and its contribution to organisational success. Students evaluate key human resource management practices, applying people management principles to support organisational performance.					
Module:	Business Analytics	Module Code:	5FBS2031	Credits:	15
Module Description:				Mandatory	
This module develops students' understanding of business analytics and its application. Students apply advanced analytical techniques and use appropriate software to analyse business data and solve complex business problems to enhance organisational performance.					
Module:	Project Management in Business	Module Code:	5FBS2064	Credits:	15
Module Description:				Mandatory	
This module develops students' understanding of project management principles and their application in business. Students apply project management tools and techniques to plan, deliver, monitor, and evaluate projects, managing scope, time, cost, quality, and risk to achieve successful project outcomes.					
Module:	Business Operations	Module Code:	5FBS2107	Credits:	15
Module Description:				Mandatory	
This module develops students' understanding of business operations. Students apply operations management tools and techniques to improve quality, efficiency, capacity, and supply chain performance, supporting effective operational and strategic decision-making					
Module:	Financial Management	Module Code:	5FBS2108	Credits:	15
Module Description:				Mandatory	
This module develops students' understanding of financial management and its role in organisational decision-making. Students evaluate financing, investment, and dividend decisions, apply financial analysis techniques to assess risk and value, and support strategic financial decision-making.					
Module:	Mobile Business Technologies	Module Code:	5FBS2014	Credits:	15
Module Description:				Mandatory	
This module explores the role of mobile technologies in business transformation. Students evaluate mobile applications, emerging trends, and user experience, applying mobile technology solutions to enhance communication, productivity, customer experience, and business performance.					
Module:	User Centric Design for Systems	Module Code:	5FBS2106	Credits:	15
Module Description:				Mandatory	
This module develops students' understanding of user-centred design principles and their application to interactive systems. Students apply human-computer interaction concepts, usability and accessibility standards, and interface design techniques to create and evaluate user-focused digital solutions.					