

Module Specifications

Year/Level: 5
Programme: Business Management with Leadership and Management

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:	Leading Innovation & Change	Module Code:	5FBS2109	Credits:	15
Module Description:				Mandatory	
This module develops students' ability to lead innovation and organisational change. Students evaluate leadership approaches, change strategies, and innovation practices, applying critical and reflective perspectives to engage people, manage complexity, and support sustainable organisational change.					
Module:	Leading Across Sectors	Module Code:	5FBS2110	Credits:	15
Module Description:				Mandatory	
This module develops students' understanding of leadership across distinct sectors. Students evaluate leadership and governance approaches, analyse cross-sector collaboration and stakeholder engagement, and develop strategies to address complex organisational and societal challenges.					