

Module Specifications

Year/Level: 6
Programme: Business Administration

Module:	Strategic Business Solutions: Applied Consultancy Project	Module Code:	6FBS2217	Credits:	30
Module Description:				Mandatory	

This module develops students' ability to solve complex organisational challenges. Students evaluate real-world business issues, apply strategic frameworks and data-driven analysis, and develop evidence-based recommendations that create value for organisations and their stakeholders. The module embeds practical elements including consultancy projects, placements, or data simulations, offering exposure to authentic business scenarios.

Module:	Graduate Career Readiness	Module Code:	6FBS2220	Credits:	30
Module Description:				Mandatory	

This module prepares students for successful transition into graduate employment, entrepreneurship, or further study. Students evaluate their professional skills and experiences, develop a graduate success portfolio and personal brand, and create a strategic career development plan to support long-term professional success.

Module:	Advanced Marketing Strategy and Practice	Module Code:	6FBS2216	Credits:	30
Module Description:				Mandatory	

This module develops students' understanding of strategic marketing and its role in achieving organisational success. Students evaluate competitive environments, apply data-driven marketing strategies, and leverage social and digital networks to develop innovative marketing plans that support sustainable business growth and organisational performance.

Module:	People, Culture, and Leadership	Module Code:	6FBS2219	Credits:	30
Module Description:				Mandatory	

This module develops students' understanding of leadership, organisational culture, and HR practices in contemporary organisations. Students evaluate leadership approaches, analyse the influence of culture, diversity, and ethical practice on organisational performance, and apply people management strategies to support effective and inclusive workplaces.

Module:	Evaluating Personal and Business Professional Practice (EPP)	Module Code:	6FBS2218	Credits:	0
Module Description:				Mandatory	

This module consolidates students' academic, personal, and professional development as they prepare to graduate. Students critically reflect on their achievements, refine their professional portfolio and personal brand, and develop a strategic action plan to support graduate employment, further study, or entrepreneurial pathways.