

BA (HONS) GLOBAL MANAGEMENT – PATHWAY OPTIONS

"RBS LONDON PROVIDES AN EXCITING AND INNOVATIVE APPROACH TO UNDERGRADUATE EDUCATION. OUR AIM IS TO ENSURE THAT STUDENTS MAXIMISE THEIR POTENTIAL FOR SUCCESS AND PROGRESS TO CHALLENGING AND REWARDING CAREERS." DR TOMMIE ANDERSON-JAQUEST, HEAD OF DEPARTMENT, MANAGEMENT & HUMAN RESOURCES

RBS London offers a diverse range of study opportunities through five specialist pathways in Global Management:

- BA (Hons) Global Business Management
- BA (Hons) Global Business and Design Management
- BA (Hons) Global Business and Sustainability Management*
- BA (Hons) Global Financial Management
- BA (Hons) Global Marketing Management

These degrees are 3 years (6 academic semesters) of full time study. The course structure offers a flexible approach to academic progression that allows students to undertake self-directed learning. The ability to choose from a wide range of electives allows you to personalise your learning to meet your individual study and career objectives.

Level 1: Broad Knowledge

- In Level 1 (semesters 1 and 2) all students study the same modules – these provide an excellent introduction to the international business world, with opportunities to gain broad knowledge across all management pathways.
- Alongside business and management focused modules, you will take compulsory skills modules like Business Communication, ICT Skills and Research Skills and Qualitative Business Analysis, which will provide you with essentials in order to progress with your academic study across all levels.

Level 2: Analysis

- In semester 3 all students take a range of modules that have been carefully selected to provide additional insight into the content and focus of each degree pathway.
- By the end of semester 3, you will have had exposure to all of the different pathway subjects, allowing you to make a considered and well researched pathway choice, in consultation with your academic advisor and Pathway Leader or Programme Director.
- In semester 4 you commence your pathway specialisation, with pathway core and a range of pathway electives.

Level 3: Critical Review

- This Level allows you to undertake a critical reflection of your chosen pathway through the Dissertation and the pathway core, whilst broadening your critical understanding of the subject area through your choice of pathway electives.
- Level 3 also provides an opportunity to further explore study options across all pathways, through the free choice electives – this means that you can tailor your learning and develop a specialist skills base, enhancing your transferable skills.



PROGRESSION ON BA (HONS) GLOBAL MANAGEMENT

First Year (Level 1)

The first two semesters focus on an introduction to subject areas and holistic business skills running across all pathways.

Semester 1

Semester 2

Second Year (Level 2)

The third semester is the continuation of multi-pathway learning for a holistic business management skill base and a broad appreciation of subject areas. The fourth semester is the first pathway focused semester following students' final commitment to a pathway. Students also use elective modules to broaden areas of interest on their pathways.

Semester 3

Semester 4

Semester 4

Semester 4

Semester 4

Semester 4

Third Year (Level 3)

The fifth and sixth semesters build the pathway selection started in the fourth semester. Pathway core module and electives foster students' exploration of their chosen subject area culminating in a dissertation. Students also broaden their knowledge through free choice electives that can stem from outside of their pathway subject area.

Semester 5

Semester 5

Semester 5

Semester 5

Semester 5

Semester 5

Semester 5

Semester 5

Semester 5

Semester 5

Global Business and Design Management

Global Business and Sustainability Management

Global Business Management

Global Finance Management

Global Marketing Management

BA (HONS) GLOBAL BUSINESS MANAGEMENT

"THE GLOBAL BUSINESS MANAGEMENT PATHWAY FOCUSES ON A BROAD RANGE OF BUSINESS SUBJECTS THAT ARE HIGHLY RESPONSIVE TO THE CHANGING FIELD OF BUSINESS MANAGEMENT – PROVIDING BARGAINING POWER TO THE GRADUATE AND THE PROSPECT OF CONTINUING COMPETITIVE ADVANTAGE TO THE EMPLOYER." DAVID SNELL, PATHWAY LEADER

Selecting the Global Business Management pathway equips you with a wide range of up to date skills and knowledge, which supply the employer's need for a proactive approach to contemporary business management. You will show your knowledge and understanding of the global dimensions of business and management in both breadth and depth, particularly in the key areas of people, resources and information.

You will gain a thorough understanding of corporate strategy; human resources; economics; global political economy; logistics; supply chain management and business communication. The pathway also explores the role of the entrepreneur; their contribution to business growth in the 21st century and their drive and energy that brings about innovation. You will also learn about family business and entrepreneurialism in family business.

The pathway also explores from a business perspective the nature of creative management, its need to develop competitive advantage in today's business world as well as its implications for a business organisation. In striving to equip you with transferable skills, the pathway curriculum explores all that is needed to set up new ventures, where you can test out your ability to not only imagine future possibilities, but also consider their feasibility and implementation.

This degree pathway will allow you to develop the following key skills:

- Managerial, intercultural, personal and business skills to lead and manage people in different cultural contexts
- IT strategies and 'know how'
- Competency in multicultural team work and group presentations
- Awareness of creative thinking in business, and the ability to apply business skills in a creative manner
- Develop understanding of e-business strategies and e-business law

Future opportunities

This degree pathway is an excellent choice for students who wish to work in the following industries or to continue with postgraduate education:

- Broad-based business career within a diverse range of employers ranging from Small and Medium Enterprises (SMEs) to global corporations
- Family run businesses
- New business ventures
- Strategic management
- Manufacturing
- IT
- Banking
- Human Resources
- Management Consulting

"The classes at RBS London were interesting and useful, with a good balance between theory and practical knowledge. And, as the classes are so small, there is more interaction between the students and the lecturers. The academics are always willing to help you, both in and outside of class. You are not just another student amongst the crowd, you are a recognised individual!"

Sherone Ramanah, UK
RBS London graduate, 2007

> LEVEL 1	
Semester 1	Semester 2
Business Communication (6 credits) ICT Skills (6 credits) Economics for Business (12 credits) Introduction to Management (12 credits) Principles of Business Law (12 credits) Foundations of Global Political Economy (12 credits)	Research Skills (6 credits) Quantitative Business Analysis (6 credits) Introduction to Global Business (12 credits) Principles of Marketing (12 credits) Financial Accounting I (12 credits) Introduction to Creative Thinking in Business (12 credits)
> LEVEL 2	
Semester 3	Semester 4
Issues in Contemporary Management (12 credits) Sustainability in Business (12 credits) Marketing Communications (12 credits) Management Accounting (12 credits) Managing Design for Business (12 credits)	Business Planning (12 credits) Human Resource Management (12 credits) Issues in Global Business (12 credits) 2 pathway electives (24 credits) choosing from: > Managing New Ventures > Contemporary Regional Developments: Europe > Issues in Global Political Economy > E-Business Law
> LEVEL 3	
Semester 5	I free choice elective (15 credits) from: > Knowledge Management and Sustainability > Sustainability in the Global Trade Supply Chain > Managing Design and Sustainability Innovation > Global Financial Ethics > Managing the Design Process > Managing New Products & Services through Design > Managing Change: Design Management Perspective > Managing Strategic Design > Strategy, Innovation & Sustainable Global Enterprise > Design Management in Practice > E-Business Strategies > Management Issues for the Family Run Business > Global Resource Management > Global Human Resource Management > Organisational Behaviour in a Global Context > Entrepreneurship in the Global Environment
Semester 6	> Retail & Channel Management > Global Marketing Management > Global Media Management > Strategic Sales Management > Service Systems and Marketing > Multinational Financial Management > Global Accounting Standards and their Development > Issues in Corporate Finance > Financial Portfolio Management > Managing Real Estate Investment > Corporate Law for Managers > Information Systems for Competitive Advantage > Strategic Thinking
Dissertation: Proposal & Lit Review (15 credits) Corporate Strategy (15 credits)	
Dissertation: Design & Submission (15 credits) Managing Global Trade Operations (15 credits) in each (Semester 5 & 6) I pathway elective (15 credits) from: > E-Business Strategies > Management Issues for the Family Run Business > Global Resource Management > Global Human Resource Management > Organisational Behaviour in a Global Context > Entrepreneurship in the Global Environment	

BA (HONS) GLOBAL BUSINESS AND DESIGN MANAGEMENT

"THE PATHWAY OF GLOBAL BUSINESS AND DESIGN MANAGEMENT REINFORCES THE AWARENESS OF DESIGN AS A FUNDAMENTAL PART OF BUSINESS STRATEGY." TOM MORGAN, PATHWAY LEADER

Choosing to study Global Business and Design Management offers you the dynamic combination of business and creativity. According to The European Design Training Incubator (EDTI), there are major gaps relating to the management of design business. RBS London seeks to address these gaps. We are currently the only institution in the UK to offer business and design management at undergraduate level – giving our students a competitive edge.

The degree pathway provides a design studio culture ensuring the furthering of interactive and creative problem solving and the development of a skills tool-kit that meets the needs of design managers working within organisations worldwide. Your personal growth and development are supported by a state-of-the art module on Introduction to Creative Thinking and knowledge of industry expectations.

Upon completion of the degree you will have the confidence to make decisions and take calculated risks required to foster an innovation process in a business environment. You will demonstrate the ability to implement design thinking as a strategic tool in order to address and respond to the needs for future business growth, and to contribute to wealth of creativity and innovation.

This degree pathway will allow you to develop the following key skills:

- Creative thought processes
- Innovation management
- Strategic design planning
- Knowledge of the Creative Industries
- Visual communication and semiotics
- Confidence in new ideas
- Product and services development
- Intellectual property protection
- Cultural history of global design

Future Opportunities

This degree pathway is an excellent choice for students who wish to work in the following industries or to continue with post-graduate education:

- Fashion
- Telecommunications
- Entertainment and leisure
- Applied professions (in medicine, finance, law)
- Creative sectors (in the areas of science and technology; research and development of technology-based industries; in art, music, culture, aesthetics and design)

"This programme is one of the very few initiatives by business-focused schools to make design thinking and design awareness part of their offering. I consider this to be very important as design - or rather design thinking - has the potential to become a strong lever for improving organisations' innovation capability."

Dr Bettina von Stamm
Innovation Leadership Forum

"Design management goes way beyond just cutting and drawing; if used properly it can be the difference between making a profit and making a loss for your company. The design pathway has made me think visually and creatively. I have learned how to put design directly into business."

Ahmed Emon Naseem, Sri Lanka
BA (Hons) Global Business and Design Management student, Level 3, 2009

"With all sectors becoming more competitive, businesses of all sizes are turning to design to gain a competitive advantage. A degree in Global Business & Design Management from RBS London is a unique opportunity for students to study a combination of business know-how with an understanding of design processes and design ways of thinking and working. The degree gives its students the skills toolkit to succeed in the ever changing global economy."

Baroness Buscombe, Chief Executive of the Advertising Association

> LEVEL 1

Semester 1	Semester 2
Business Communication (6 credits)	Research Skills (6 credits)
ICT Skills (6 credits)	Quantitative Business Analysis (6 credits)
Economics for Business (12 credits)	Introduction to Global Business (12 credits)
Introduction to Management (12 credits)	Principles of Marketing (12 credits)
Principles of Business Law (12 credits)	Financial Accounting I (12 credits)
Foundations of Global Political Economy (12 credits)	Introduction to Creative Thinking in Business (12 credits)

> LEVEL 2

Semester 3	Semester 4
Issues in Contemporary Management (12 credits)	Business Planning (12 credits)
Sustainability in Business (12 credits)	Human Resource Management (12 credits)
Marketing Communications (12 credits)	Principles of Design Management (12 credits)
Management Accounting (12 credits)	2 pathway electives (24 credits) choosing from:
Managing Design for Business (12 credits)	> Corporate Brand Management
	> Project Management in Creative Industries
	> Intellectual Property Law
	> Copywriting for Marketers

> LEVEL 3

Semester 5	1 free choice elective (15 credits) from:	
Dissertation: Proposal & Lit Review (15 credits)	> Knowledge Management and Sustainability	> Retail & Channel Management
Corporate Strategy (15 credits)	> Sustainability in the Global Trade Supply Chain	> Global Marketing Management
Semester 6	> Managing Design and Sustainability Innovation	> Global Media Management
Dissertation: Design & Submission (15 credits)	> Global Financial Ethics	> Strategic Sales Management
Design Management in Practice (15 credits)	> Managing the Design Process	> Service Systems and Marketing
in each (Semester 5 & 6)	> Managing New Products & Services through Design	> Multinational Financial Management
1 pathway elective (15 credits) from:	> Managing Change: Design Management Perspective	> Global Accounting Standards and their Development
> Managing Design and Sustainability Innovation	> Managing Strategic Design	> Issues in Corporate Finance
> Managing the Design Process	> Strategy, Innovation & Sustainable Global Enterprise	> Financial Portfolio Management
> Managing New Products & Services through Design	> Managing Global Trade Operations	> Managing Real Estate Investment
> Managing Change: Design Management Perspective	> E-Business Strategies	> Corporate Law for Managers
> Managing Strategic Design	> Management Issues for the Family Run Business	> Information Systems for Competitive Advantage
	> Global Resource Management	> Strategic Thinking
	> Global Human Resource Management	
	> Organisational Behaviour in a Global Context	
	> Entrepreneurship in the Global Environment	
	> Strategic Marketing Management	

BA (HONS) GLOBAL BUSINESS AND SUSTAINABILITY MANAGEMENT*

"SUSTAINABILITY MANAGEMENT FOCUSES ON THE RELATIONSHIP BETWEEN PEOPLE, PLANET AND PROFIT FOR FUTURE GROWTH AND RESOURCE REPLENISHMENT BECOMING OF CONSIDERABLE IMPORTANCE TO MANAGING ANY ENTERPRISE IN THE 21ST CENTURY." NOEMI SADOWSKA, PROGRAMME DIRECTOR FOR BA (HONS) IN GLOBAL MANAGEMENT

Sustainability management is a highly contemporary subject; many organisations and even whole industries are beginning to engage with sustainability research in order to innovate, identify new markets and opportunities, or just simply to respond to governmental sustainability targets. There are growing graduate employment opportunities within governmental and business sectors dedicated to issues of corporate social responsibility, sustainable and responsible governance and environmental and social planning.

Our new pathway in Sustainability Management, available September 2009*, has been designed to add to and complement the four existing pathways on our BA (Hons) Global Management degree. The RBS London global approach to business management, combined with the topical focus on sustainability, provides an exciting and future facing course of study.

Students who follow this pathway will gain in-depth knowledge and understanding of the core information and conceptual underpinnings in sustainability within the broader global context of business management. You will examine and explore the relationship between economy, ethics and the environment, with a main focus on its impact on global business practice. You will actively explore your own potential to address and tackle the problems of today's society, to bring about positive change, in order to tackle the issues of global citizenship.

This degree pathway will allow you to develop the following key skills:

- Argue with confidence for the need and value of sustainability as a 'win-win' opportunity for current and future businesses
- Analyse businesses and recognise ways in which sustainability can be embedded in day-to-day operations
- Examine the implications of sustainability on a local and global scale
- Apply sustainability as a valued strategy to promote competitive advantage for business
- Knowledge of Corporate Social Responsibility (CSR) and business ethics
- Understanding of management techniques and business models in the field of sustainability management
- Knowledge of ecological challenges and environmental management

Future Opportunities

This degree pathway is an excellent choice for students who wish to work in the following industries or to continue with postgraduate education:

- Government sector employment both 'local' and international, including consultancy on issues of sustainability and environmental policies, and consultancy in specific fields of expertise such as climate change, renewable resources and the impact of 'green' technologies
- Private sector employment in areas such as CSR, micro-financing and entrepreneurial ventures
- Consultancy and advisory roles within the private sector
- Consultancy roles within technology and innovation focused industrial sectors
- Small and Medium Enterprises (SMEs) that focus on sustainability as a means of innovation

"The pathway is extremely comprehensive and in light of discussions I have had with many academics from Europe, Asia, North and South America, in line with current thinking. It is a very progressive and ambitious project. Such a program...positions your organisation as a forward thinking education provider."

Selena Griffith, Senior Lecturer, College of Fine Art, University of New South Wales, Australia

> LEVEL 1

Semester 1	Semester 2
Business Communication (6 credits)	Research Skills (6 credits)
ICT Skills (6 credits)	Quantitative Business Analysis (6 credits)
Economics for Business (12 credits)	Introduction to Global Business (12 credits)
Introduction to Management (12 credits)	Principles of Marketing (12 credits)
Principles of Business Law (12 credits)	Financial Accounting I (12 credits)
Foundations of Global Political Economy (12 credits)	Introduction to Creative Thinking in Business (12 credits)

> LEVEL 2

Semester 3	Semester 4
Issues in Contemporary Management (12 credits)	Business Planning (12 credits)
Sustainability in Business (12 credits)	Human Resource Management (12 credits)
Marketing Communications (12 credits)	Corporate Social Responsibility (12 credits)
Management Accounting (12 credits)	2 pathway electives (24 credits) choosing from:
Managing Design for Business (12 credits)	> Ecological Challenges and Environmental Management
	> Finance and Accounting for Sustainability
	> Social Marketing

> LEVEL 3

Semester 5	I free choice elective (15 credits) from:	
Dissertation: Proposal & Lit Review (15 credits)	> Knowledge Management and Sustainability	> Retail & Channel Management
Corporate Strategy (15 credits)	> Sustainability in the Global Trade Supply Chain	> Global Marketing Management
Semester 6	> Managing Design and Sustainability Innovation	> Global Media Management
Dissertation: Design & Submission (15 credits)	> Global Financial Ethics	> Strategic Sales Management
Strategy, Innovation & Sustainable Global Enterprise (15 credits)	> Managing the Design Process	> Service Systems and Marketing
in each (Semester 5 & 6)	> Managing New Products & Services through Design	> Multinational Financial Management
I pathway elective (15 credits) from:	> Managing Change: Design Management Perspective	> Global Accounting Standards and their Development
> Knowledge Management and Sustainability	> Managing Strategic Design	> Issues in Corporate Finance
> Sustainability in the Global Trade Supply Chain	> Design Management in Practice	> Financial Portfolio Management
> Managing Design and Sustainability Innovation	> Managing Global Trade Operations	> Managing Real Estate Investment
> Entrepreneurship in the Global Environment	> E-Business Strategies	> Corporate Law for Managers
> Global Financial Ethics	> Management Issues for the Family Run Business	> Information Systems for Competitive Advantage
	> Global Resource Management	> Strategic Thinking
	> Global Human Resource Management	
	> Organisational Behaviour in a Global Context	
	> Entrepreneurship in the Global Environment	
	> Strategic Marketing Management	

BA (HONS) GLOBAL FINANCIAL MANAGEMENT

"FINANCE AND ACCOUNTING ARE ESSENTIAL TO AN UNDERSTANDING OF BUSINESS MANAGEMENT AND THE ALL IMPORTANT "BOTTOM LINE" OF A BUSINESS. HERE, STUDENTS HAVE A WIDE CHOICE OF OPTIONS IN FINANCE INCLUDING THE NEW MODULE ON ISLAMIC BANKING." MARIE BYROM, PATHWAY LEADER

An understanding of finance and accounting is an essential skill for anyone who wishes to embark on a highly successful career in business. It has long been acknowledged that finance plays a vital role within the organisation with accounting systems designed to help decision-making and control and financial techniques such as discounted cash flow providing tools for valuing projects and investments.

The objective of the Global Financial Management pathway is to provide an exciting and balanced framework of modules to enable you to acquire the requisite knowledge and skills to critically appraise current finance and accounting practice from a sound theoretical base.

On this course you will be introduced to the very latest techniques in performance measurement. For example, analysts are valuing companies using cash flows and financiers are aware of the impact of earnings announcements on share prices. Globalisation of capital markets means the harmonisation of international accounting standards is essential to ensure the comparability of financial reporting world-wide. The use of international financial performance measures is more widely spread than before and internationalism has widened the financial strategy debate in terms of financial objectives. All these current topics and their future implications will be explored on the Global Financial Management pathway.

This degree pathway will allow you to develop the following key skills:

- Confidence in the use of mathematical techniques
- Skill in writing financial reports
- Innovative financial management
- Strategic financial planning
- Understanding of the financial capital markets
- Knowledge of annual company accounts
- Ability to assess and evaluate company cash flows

Future opportunities

This degree pathway is an excellent choice for students who wish to work in the following industries or to continue with postgraduate education:

- Banking sector - especially in international capital markets
- Accounting
- Auditing
- Taxation
- Leasing
- The role of financial analyst
- Field of financial journalism
- Corporate governance

"The modules in the Global Financial Management pathway not only gave me a broad view on how businesses are managed, but also taught me a great deal about investment decision making and the risks related to the capital structure of companies. The knowledge I have acquired will be essential in pursuing a career in finance; it is also useful when following market trends and current affairs."

Sartou Djibril, Sweden

BA (Hons) Global Financial Management student, Level 3, 2009

> LEVEL 1	
Semester 1	Semester 2
Business Communication (6 credits) ICT Skills (6 credits) Economics for Business (12 credits) Introduction to Management (12 credits) Principles of Business Law (12 credits) Foundations of Global Political Economy (12 credits)	Research Skills (6 credits) Quantitative Business Analysis (6 credits) Introduction to Global Business (12 credits) Principles of Marketing (12 credits) Financial Accounting I (12 credits) Introduction to Creative Thinking in Business (12 credits)
> LEVEL 2	
Semester 3	Semester 4
Issues in Contemporary Management (12 credits) Sustainability in Business (12 credits) Marketing Communications (12 credits) Management Accounting (12 credits) Managing Design for Business (12 credits)	Business Planning (12 credits) Human Resource Management (12 credits) Principles of Financial Management (12 credits) 2 pathway electives (24 credits) choosing from: > Financial Accounting II > Assurance and Audit in the Global Environment > Company Analysis and Valuation > Corporation Tax Issues in the Global Environment
> LEVEL 3	
Semester 5	1 free choice elective (15 credits) from: > Knowledge Management and Sustainability > Sustainability in the Global Trade Supply Chain > Managing Design and Sustainability Innovation > Global Financial Ethics > Managing the Design Process > Managing New Products & Services through Design > Managing Change: Design Management Perspective > Managing Strategic Design > Strategy, Innovation & Sustainable Global Enterprise > Design Management in Practice > E-Business Strategies > Management Issues for the Family Run Business > Global Resource Management > Global Human Resource Management > Organisational Behaviour in a Global Context > Entrepreneurship in the Global Environment > Strategic Marketing Management
Dissertation: Proposal & Lit Review (15 credits) Corporate Strategy (15 credits)	
Semester 6	in each (Semester 5 & 6) 1 pathway elective (15 credits) from: > Retail & Channel Management > Global Marketing Management > Global Media Management > Strategic Sales Management > Service Systems and Marketing > Managing Global Trade Operations > Global Accounting Standards and their Development > Issues in Corporate Finance > Financial Portfolio Management > Managing Real Estate Investment > Managing Real Estate Investment > Corporate Law for Managers > Information Systems for Competitive Advantage > Strategic Thinking
Dissertation: Design & Submission (15 credits) Multinational Financial Management (15 credits)	> Global Accounting Standards and their Development > Issues in Corporate Finance > Financial Portfolio Management > Managing Real Estate Investment

BA (HONS) GLOBAL MARKETING MANAGEMENT

"IN TODAY'S MARKETPLACE, UNDERSTANDING YOUR CUSTOMERS IS THE KEY TO SUCCESS." ANYA NIKULINA, PATHWAY LEADER

The world has become more and more people-focused; markets are defined by what individual people need, want or desire. The pathway in Global Marketing Management explores this shift through tapping into the latest developments in this field.

The Global Marketing Management pathway focuses on every aspect of marketing, from the research phase to the product, from identifying customers to creating a promotional campaign, from sales forecasts to marketing strategy. We examine marketing from a global perspective - combining theory with practice while keeping a strong customer orientation.

At the same time, the pathway not only teaches contemporary issues but also develops the knowledge and skills base to have foresight into the further development of the subject. It focuses on addressing issues not only as they happen, but also provides transferable skills for you to plan for the marketing future within a global business world.

This degree pathway will allow you to develop the following key skills:

- Implementation of research analysis from a marketing perspective
- Conception through to implementation of marketing strategy
- Ability to propose and manage marketing communications
- Market monitoring and management of marketing policy, structure and implementation within a business dynamic
- Identification of marketing objectives within a global market and their impact on business operations
- Implementation of a creative response to specific market information
- Management of retailing and the distribution function in a commercial organisation
- Critically evaluate factors affecting global marketing decisions

Future opportunities

This degree pathway is an excellent choice for students who wish to work in the following industries or to continue with postgraduate education:

- Marketing within businesses ranging from Small and Medium Enterprises (SMEs) to global corporations, government or Non Governmental Organisations (NGOs)
- Media
- Research and development
- Finance
- Retail
- Health care
- Education

"I chose the BA (Hons) Global Marketing Management degree because today the population of most developed countries is consuming oriented, and customers are become more sophisticated. I wanted to gain comprehensive knowledge of global marketing trends and solutions that could help me to become a highly qualified specialist able to satisfy and influence a customer. This programme has given me a comprehensive base of marketing knowledge and as a result, confidence in my future career success."

Kira Khaptakhanova, Russia

BA (Hons) Global Marketing Management student, Level 3, 2009

> LEVEL 1	
Semester 1	Semester 2
Business Communication (6 credits) ICT Skills (6 credits) Economics for Business (12 credits) Introduction to Management (12 credits) Principles of Business Law (12 credits) Foundations of Global Political Economy (12 credits)	Research Skills (6 credits) Quantitative Business Analysis (6 credits) Introduction to Global Business (12 credits) Principles of Marketing (12 credits) Financial Accounting I (12 credits) Introduction to Creative Thinking in Business (12 credits)
> LEVEL 2	
Semester 3	Semester 4
Issues in Contemporary Management (12 credits) Sustainability in Business (12 credits) Marketing Communications (12 credits) Management Accounting (12 credits) Managing Design for Business (12 credits)	Business Planning (12 credits) Human Resource Management (12 credits) Customer Relationship Management (12 credits) 2 pathway electives (24 credits) choosing from: <ul style="list-style-type: none"> > Marketing Research & Forecasting > Public Relations > Copywriting for Marketers > Corporate Brand Management
> LEVEL 3	
Semester 5	1 free choice elective (15 credits) from: <ul style="list-style-type: none"> > Knowledge Management and Sustainability > Sustainability in the Global Trade Supply Chain > Managing Design and Sustainability Innovation > Global Financial Ethics > Managing the Design Process > Managing New Products & Services through Design > Managing Change: Design Management Perspective > Managing Strategic Design > Strategy, Innovation & Sustainable Global Enterprise > Design Management in Practice > E-Business Strategies > Management Issues for the Family Run Business > Global Resource Management > Global Human Resource Management > Organisational Behaviour in a Global Context > Entrepreneurship in the Global Environment > Multinational Financial Management
Dissertation: Proposal & Lit Review (15 credits) Corporate Strategy (15 credits)	
Semester 6	<ul style="list-style-type: none"> > Retail & Channel Management > Global Marketing Management > Global Media Management > Strategic Sales Management > Service Systems and Marketing
Dissertation: Design & Submission (15 credits) Strategic Marketing Management (15 credits) in each (Semester 5 & 6) 1 pathway elective (15 credits) from:	<ul style="list-style-type: none"> > Retail & Channel Management > Global Marketing Management > Global Media Management > Strategic Sales Management > Service Systems and Marketing > Managing Global Trade Operations > Global Accounting Standards and their Development > Issues in Corporate Finance > Financial Portfolio Management > Managing Real Estate Investment > Corporate Law for Managers > Information Systems for Competitive Advantage > Strategic Thinking