

## BA with Honours in Business Management with Analytics – 2021 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 mostly in modules of 20 credits each, with 60 credits taken in term 1, and 60 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>

<b>Core modules in the programme:</b>
Introduction to Accounting
The Nature of Management
Business Economics
Business Analytics
Prescriptive Analytics
Computational Analytics
Project Management
Researching business & innovation
Digital Business Strategy
Marketing intelligence & consumer behaviour
Ethical Business in Society
Advanced Professional Practice
Strategic and Operations Management
Innovating for Growth
<b>Other modules that may be offered, but are subject to change over time:</b>
Introduction to Marketing
Introduction to Human Resources
Legal Systems & Methods
Digital Sociology
Tax
Theory and Practice in HRM
People Planet Profit
Corporate Finance

Financial Markets
Public Policy and its effect on organisations
Work Placement
Entrepreneurship & Business Start-up
Managing across cultures
Future of Work
Investment & Portfolio Management
World Trade & Export
Contemporary Issues
International Business & Management

### **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.