

BA with Honours in Business Management – 2023 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>

Core modules in the programme:
Introduction to Accounting
The Nature of Management
Business Analytics
Project Management
Researching business & innovation
Digital Business
Business & Environmental Sustainability
Ethical Business
Strategic Management
Operations Management
Other modules that may be offered, but are subject to change over time:
Introduction to Marketing
Human Resources Management
Corporate Finance
Customer Relationship Management
Public Policy
Recruitment
Work Placement
Entrepreneurship
Managing across cultures
Future of Work
Managing Change
World Trade & Export

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.