Business Management

Queen Margaret University

Content

Along with theoretical business knowledge, our Business Management degree routes will give you the practical experience you need to make your professional mark from day one.

Year 1 modules: Introduction to Management and Leadership; Development of Professional Skils in Business and Management; Marketing and Consumer Behaviour; Introduction to Finance and Accounting; Digital Bueinss and Innovation; Data Management.

Year 2 modules: Human Resource Management; Operations Management; Economics, Financial Institutions and Markets; Digital Marketing and E-Commerce Management; Business Law; Ethics, Social Justice and Sustainability.

Year 3 modules: Project Management; Research Methods (online) plus either: Information Systems and Business Analytics; Financial Management; The Power of Data Analytics; Business Statistics; Marketing Communication and Digital Advertising; or Digital Marketing Analytics.

Year 4 modules: Strategy; Negotiation Theory and Practice; Organisational Behaviour; Leading and Managing Change; Dissertation or Consultancy Project.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

BA Hons

UCAS Code

N100

Course Length

4 years

Faculty

School of Arts, Social Sciences and Management

Department

Business (inc International Hospitality, Tourism & Events Management)

Entry Requirements

2027 entry requirements:

4 Highers at BBBB (Standard entry) or BCCC (Widening access entry) plus English at National 5. Maths or Applications of Maths preferred.

For entry to year 2 you must have 2 relevant Advanced Highers at BC plus Highers at BB.

SCQF Level

10

Progression Routes

«ProgressionRoutes»

Combination Courses

«htmlCombinationCourse» «htmlCombinationUCASCode»

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Website

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