Business and Management (Combined) (Arts)

University of Glasgow

Venues

Gilmorehill Campus

Content

Year 1
You will take four courses:
Organisational behaviour provides the context in which organisations exist.

Introduction to marketing introduces marketing communications, consumer behaviour, digital marketing, sales and pricing, product development and marketing strategy.

Principles of management describes today's managers and what constitutes an effective manager.

Foundations of finance gives the basic principles of finance and an understanding of the finance world.

Year 2
You will take four courses:

Fundamentals of human resource management introduces the theory and practice of human resource management.

Business decision analysis uses quantitative and qualitative data for decision making.

Entrepreneurship introduces the fundamentals of entrepreneurship and the role it plays in society.

Service operations management outlines the theory and practice of operations management.

Years 3 and 4
If you progress to Honours (years 3 and 4), you will study five core classes including Strategic management, Global business, Ethics and business, Research methods and an integrative experiential learning course. Optional courses are offered from a range of disciplines including entrepreneurship, marketing, human resource management and organisational behaviour, international business, service operations and finance.

Start Date

September

Qualification

Degree

Study Method

Full time

Award Title

MA Hons

UCAS Code

Please refer to list below

Course Length

4 years

Faculty

College of Social Sciences

Department

Adam Smith Business School

Entry Requirements

2027 entry requirements

Standard entry: 5 Highers at AAAAB (by end S6 with min BBBB after S5) including English and a humanities subject at A (AB or BA may be considered).

Widening access entry: 4 Highers at AABB or BBBB (by end S6) including English and a humanities subject. Completion of pre-entry programme is necessary.

SCQF Level

10

Cost

«Cost»

Progression Routes

«ProgressionRoutes»

Combination Courses

Business and Management/Digital Media and Information Studies	GN52
Business and Management/English Literature	QN32
Business and Management/French	NR21
Business and Management/Gaelic	QN52
Business and Management/German	NR22

Business and Management/History	NVF1
Business and Management/History of Art	NVF3
Business and Management/Italian	NR23
Business and Management/Latin	NQ26
Business and Management/Music	NW23
Business and Management/Philosophy	NVF5
Business and Management/Portuguese	9K7B
Business and Management/Russian	NR27
Business and Management/Spanish	N1R4

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