

# Business and Management and Computing Science

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

BSc Hons

## UCAS Code

NG24

## Course Length

4 years

## Faculty

College of Social Sciences

## Department

Adam Smith Business School

## Entry Requirements

2026 entry requirements

Standard entry: 6 Highers at AAAAAA (by end S6 with min AAABB after S5) including Maths and Computing Science (if Maths not achieved at A in S5). Advanced Higher Maths recommended.

Widening access entry: 5 Highers at AAABB/ABBBB (by end S6) including Maths and Computing Science (if Maths not achieved at A in S5). Advanced Higher Maths recommended. Completion of pre-entry programme is necessary.

## SCQF Level

10

## Progression Routes

«ProgressionRoutes»

## Combination Courses

«htmlCombinationCourse»

«htmlCombinationUCASCode»

## Address

University Avenue  
Glasgow  
G12 8QQ

## Website

www.gla.ac.uk