BSc Management (Marketing) with/without Industrial/Professional Experience

Final year 2026/27

120 credits should be taken in the final year.

Students are expected to take an even split of courses, i.e. 60 credits in each semester. A 70/50 or 50/70 split may be permitted only with prior written approval from your Programme Director.
You may select one 10-credit (level 2 or 3) course offered by University College. For further information about the courses available see: http://www.college.manchester.ac.uk/courses/

You may select one, 20-credit language course from the University Language Centre. These courses are identifiable by the prefix 'UL.. .' e.g. ULFR , ULSP etc. No other Modern Languages courses may be taken.
For further information about the language courses you can take go to: https://www.alc.manchester.ac.uk/study/university-language-centre-leap-courses/

You are not permitted to take any courses which do not appear on this structure.

In order to qualify for the Marketing specialism you must ensure you make your initial choices of 60 credits from the courses highlighted in green:

COURSE CODE	COURSE TITLE	CREDITS	PRE-REQUISITES (Pre-requisite means you have to have passed this course to take the follow on course as listed below)	CO-REQUISITES	DEPENDENT COURSES	NOTES
BMAN31500	Dissertation	40	BMAN24410	N/A	N/A	Cannot be taken alongside another 40 credit course.
BMAN31621	Marketing and Society	20	BMAN10101 BMAN24281 or BMAN24352	N/A	N/A	
BMAN31302	Marketing Strategy	20	BMAN24281 or BMAN24352	N/A	N/A	
BMAN31461	Retail Marketing	20	BMAN24281 or BMAN24352	N/A	N/A	
BMAN31312	Services Marketing Management	20	BMAN24281 or BMAN24352	2404	N/A	
Your remaining courses must be chosen from the following list:						
BMAN30131	Accountability & Auditing	10	BMAN21020	N/A	N/A	
BMAN30111	Advanced Corporate Finance	20	BMAN23000(B)	N/A	N/A	
BMAN32071	Advanced International Business	20	BMAN24312	N/A	N/A	
BMAN31871	Comparative Industrial Relations	20	N/A	N/A	N/A	
BMAN30211	Corporate Governance in Context	10	BMAN21020	N/A	N/A	
MCEL30111	Developing Business Ideas	10	N/A	N/A	N/A	
BMAN30151	Digital Transformation in Accounting	10	N/A	N/A	N/A	
BMAN32261	Entrepreneurship & Venturing	20	N/A	N/A	N/A	
BMAN31881	Economic Analysis II: Corporate Development , Growth and Strategy	20	BMAN24431	N/A	N/A	

BMAN30091	Financial Derivatives	10	BMAN23000 A/B or BMAN20242	N/A	N/A	
BMAN31901	Human Resource Strategy & Practice	20	N/A	N/A	N/A	
BMAN31911	Innovation and Markets	20	N/A	N/A	N/A	
BMAN30071	Share Prices & Accounting Information	10	BMAN23000(B)	N/A	N/A	
BMAN32151	Supply Chain Management: Logistics and Purchasing	20	N/A	N/A	N/A	
BMAN32251	Sustainable Business in Society	20	BMAN24372	N/A	N/A	
MCEL30011	Advanced Technology Enterprise	10	N/A	N/A	N/A	
BMAN24621	Business Data Analytics	20	BMAN10960	N/A	N/A	
SEMESTER TWO						
BMAN32082	Applied Practical Investing	10	BMAN20072 & BMAN23000 A/B	N/A	N/A	
BMAN32312	Advanced Strategic Management	20	BMAN24442	N/A	N/A	
BMAN31152	Business Decision Analytics	20	BMAN10960	N/A	N/A	
BMAN30702	Corporate Contracting and Managerial Behaviour	10	BMAN23000(B)			
BMAN31952	Digital Economy: Platforms, AI and the Business	20	N/A	N/A	N/A	
BMAN31652	Equality and Fairness at Work	20	N/A	N/A	N/A	
BMAN30242	Financial Engineering	10	BMAN23000(B) Also strongly recommended that BMAN30091 is taken.	N/A	N/A	It is strongly recommended that students take BMAN30091 in semester 1 if you want to take BMAN30242
BMAN31792	Financial Market Microstructure	10	BMAN23000(B) BMAN20072	N/A	N/A	
BMAN32272	FinTech Revolution: The Digital Transformation of Financial Services	20	N/A	N/A	N/A	
BMAN32292	Leadership and Success at Work	20	BMAN10872	N/A	N/A	
MCEL30022	Interdisciplinary Sustainable Development	10	N/A	N/A	N/A	
BMAN31982	International and Comparative Human Resource Management	20	N/A	N/A	N/A	

BMAN31992	International Competitiveness & Innovation	20	N/A	N/A	N/A	
BMAN31762	Wicked Problems: Clumsy Solutions - Leadership in Healthcare	20	N/A	N/A	N/A	
MCEL30012	Advanced Technology Enterprise	10	N/A	N/A	N/A	
MCEL30052	Enterprise Feasibility	10	N/A	N/A	N/A	
SEMESTER ONE & TWO						
BMAN31040	Advanced Management Accounting	20	BMAN21040	N/A	N/A	
BMAN30180	Consultancy Project	40	N/A	N/A	N/A	Cannot be taken alongside another 40 credit course. This course will only be available to 30 students. Students wishing to take this course will have to apply. Application details are available via the UG Handbook
BMAN30030	Contemporary Issues in Financial Reporting and Regulation	20	BMAN21020	N/A	N/A	
BMAN30060	International Finance	20	BMAN23000(B)	N/A	N/A	