

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

Final year 2024/25

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. |
| 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:

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|-----------|---|----|----------------------------|-----|-----|--|
| 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 | |
| BMAN31731 | Advanced Strategic Management | 20 | BMAN24442 | 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 | |

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|---------------------|--|----|--|-----|-----|---|
| BMAN31901 | Human Resource Strategy & Practice | 20 | N/A | N/A | N/A | |
| BMAN31911 | Innovation and Markets | 20 | N/A | N/A | N/A | |
| BMAN31631 | Organisational Change and Transformation in the 21st Century | 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 | |
| SEMESTER TWO | | | | | | |
| BMAN32082 | Applied Practical Investing | 10 | BMAN20072 & BMAN23000 A/B | 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) BMAN21011 BMAN20072 | N/A | N/A | |
| BMAN32272 | FinTech Revolution: The Digital Transformation of Financial Services | 10 | 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 | |

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|-------------------------------|--|----|--------------|-----|-----|---|
| 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 | |