

## First Year University Studies in Business and Management

In all Brunel University London business degrees, students develop a range of skills valued by employers such as communication, teamwork, career planning and time management. Each programme has a strong contemporary feel and relates business theory and concepts to the practical issues facing managers in the 21<sup>st</sup> Century. Successful completion of the degree can lead to career opportunities in marketing, enterprise, business accounting, business operations, HRM, finance, recruitment consulting and other graduate level job.

In Stage 2/ level 1 of the programme you will take the following core modules, four in the first semester and three in the second.

In Semester One you will study:

- Interactive Learning Skills and Communication
- Introduction to Management Enquiry
- Managing Information with Technology
- Introduction to Accounting

In Semester Two you will study:

- Organisational Behaviour and Analysis
- International Business Environment
- Principles and Practices of Marketing

### Module Overview

#### **Interactive Learning Skills and Communication**

This module will help you learn how to study effectively at University. Students will be introduced to techniques and strategies to help support and enhance your learning at undergraduate level.

#### **Introduction to Management Enquiry**

The focus in this module is on developing the critical thinking and practical skills necessary for undergraduate study, (possible) work placement and graduate careers in the field of business and management.

#### **Managing Information with Technology**

The module's primary aim is to broaden students' knowledge and skills in the use of IT and statistics in managing and analysing data for business to improve the quality of decision-making in a dynamic business environment.

#### **Introduction to Accounting**

The aim of this module is to develop a broad understanding in students of the methods used to measure, record, present and use financial data in a business context and to provide appropriate background for students who plan to study on the Business Accounting Pathway.

#### **Organisational Behaviour and Analysis**

This module introduces students to the study of organisations. It outlines key sociological and psychological perspectives used to analyse organisations and occupational groups.

#### **International Business Environment**

The aim of this module is to develop students' understanding of the basic economic concepts and principles that apply to the international business environment with emphasis on European business.

#### **Principles and Practices of Marketing**

The module focuses on developing an understanding of marketing concepts, principles and practices around such topics as marketing ethics and social responsibility, consumer markets, market segmentation and positioning, and the marketing mix.