



Programme Guide for Undergraduate Taught Programmes

School of Social Science

Dubai Campus

Academic Year 202425

[Academic Year Calendar for 202425](#)

[Students are encouraged to check the Academic Calendar and be familiarise with the dates]

Undergraduate Taught Programme Guide- September

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Bachelor of Business Administration [Hons]

Programme Name	:	Bachelor of Business Administration [Hons]				
Programme Code	:	C1BA-BBA				
Study mode	:	FULL TIME				
Key Contacts						
Designation	Name			Contact Details		
Programme Director	Dr Nermeen Mustafa			n.mustafa@hw.ac.uk		
Dissertation Coordinator	Dr Sean Lochrie			s.lochrie@hw.ac.uk		
Course Code	Course Title	Mandatory/Optional	Year	Semester	Semester Dates	
New Students						
Year 1						
September Semester – 4 Mandatory Courses						
C17EB	Management in a Global Context	Mandatory	1	September	Sep 2024 To Dec 2024	
C47AA	Critical Academic Skills	Mandatory	1	September		
C27EC	The Economy	Mandatory	1	September		
C17MK	Introduction to Marketing	Mandatory	1	September		
January Semester – 4 Mandatory Courses						
C17BT	Technology for Business	Mandatory	1	January	Jan 2025 to Apr 2025	
C37IF	Introductory Finance	Mandatory	1	January		
C17SB	Sustainable Business	Mandatory	1	January		
C17PS	Becoming a Professional	Mandatory	1	January		
Direct Entry and Continuing Students						
Year 2						
September Semester – 4 Optional/Elective Courses						
C18HM	Human Resource Management	Optional	2	September	Sep 2024 To Dec 2024	
C38PF	Personal Finance and Investment Ethics	Optional	2	September		
C38FI	Fundamentals of Finance	Optional	2	September		
C18AN	Introduction to Business Analytics	Optional	2	September		
C48IB	Intercultural Issues in Business and Management	Optional	2	September		
C38SE	Social and Environmental Accounting	Optional	2	September		
C18FM	Fundamentals of Marketing	Optional	2	September		
C47AA	Critical Academic Skills*	Optional / Elective	2	September		
Note: *This course is applicable only for Year 2 Entry Students. All Year 2 Direct Entry Students MUST enroll on C47AA in semester 1 as one of their Optional [Elective] course. Continuing students MUST NOT register to this course.						
January Semester – 2 Mandatory and 2 Optional Courses						
C18OP	Operations Management	Mandatory	2	January	Jan 2025 to Apr 2025	
C18BS	Business Skills for the Second Machine Age	Mandatory	2	January		
C18OB	Organisational Behaviour	Optional	2	January		
C38FM	Financial Markets Theory	Optional	2	January		
C18CB	Consumer Behaviour	Optional	2	January		

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C18TP	Enterprise: Concepts and Issues	Optional	2	January	
Year 3					
September Semester – 4 Optional Courses					
C19CL	Introduction to Commercial Law	Optional	3	September	Sep 2024 to Dec 2024
C19PT	Project Management	Optional	3	September	
C19RT	Resourcing and Talent Management	Optional	3	September	
C19LS	Logistics and Supply Chain Management	Optional	3	September	
C19LO	Leading in Organisations	Optional	3	September	
C39CN	Mergers and Acquisitions	Optional	3	September	
C39MT	Management Accounting Techniques and Decisions	Optional	3	September	
January Semester – 2 Mandatory and 2 Optional Courses					
C19BU	Strategic Management	Mandatory	3	January	Jan 2025 to Apr 2025
C19RH	Business Research Methods	Mandatory	3	January	
C19BA	Business Analysis and Consultancy	Optional	3	January	
C19IN	Innovation Management	Optional	3	January	
C19CM	Business Law and the Law of Corporate Governance	Optional	3	January	
C19MC	Integrated Marketing Communications	Optional	3	January	
C39SN	Financial Derivatives	Optional	3	January	
Year 4					
September Semester – 2 Mandatory and 2 Optional Courses					
C10HD	Management Dissertation 1	Mandatory	4	September	Sep 2024 To Dec 2024
C10IB	Global Business Analysis 1: International Markets and Strategy	Mandatory	4	September	
C10IE	International Entrepreneurship	Optional	4	September	
C10LM	Leisure Marketing	Optional	4	September	
C10MB	Managing Business Performance	Optional	4	September	
C30CX	Agency Theory and Corporate Governance	Optional	4	September	
C30MX	Managerial Accounting: Decision Making	Optional	4	September	
January Semester – 2 Mandatory and 2 Optional Course(s)					
C10HE	Management Dissertation 2	Mandatory	4	January	Jan 2025 to Apr 2025
C10GT	Global Business Analysis 2: Global Trends and Risks	Mandatory	4	January	
C10DI	Diversity Management	Optional	4	January	
C10DM	Digital Marketing	Optional	4	January	
C10SM	Marketing and Management of SMEs	Optional	4	January	

Undergraduate Taught Programme Guide- September

Bachelor of Business Administration

Programme Name	:	Bachelor of Business Administration				
Programme Code	:	C1BB-BBA				
Study mode	:	FULL TIME				
Key Contacts						
Designation	Name			Contact Details		
Programme Director	Dr Nermeen Mustafa			n.mustafa@hw.ac.uk		
Dissertation Coordinator	Dr Sean Lochrie			s.lochrie@hw.ac.uk		
Course Code	Course Title	Mandatory /Optional	Year	Semester	Semester Dates	
New Students						
Year 1						
September Semester – 4 Mandatory Courses						
C47AA	Critical Academic Skills	Mandatory	1	September	Sep 2024 To Dec 2024	
C27EC	The Economy	Mandatory	1	September		
C17EB	Management in a Global Context	Mandatory	1	September		
C17MK	Introduction to Marketing	Mandatory	1	September		
January Semester – 4 Mandatory courses						
C17SB	Sustainable Business	Mandatory	1	January	Jan 2025 to Apr 2025	
C17BT	Technology for Business	Mandatory	1	January		
C37IF	Introductory Finance	Mandatory	1	January		
C17PS	Becoming a Professional	Mandatory	1	January		
Direct Entry and Continuing Students						
Year 2						
September Semester – 4 Optional/Elective Courses						
C18FM	Fundamentals of Marketing	Optional	2	September	Sep 2024 To Dec 2024	
C18HM	Human Resource Management	Optional	2	September		
C38SE	Social and Environmental Accounting	Optional	2	September		
C18AN	Introduction to Business Analytics	Optional	2	September		
C38FI	Fundamentals of Finance	Optional	2	September		
C38PF	Personal Finance and Investment Ethics	Optional	2	September		
C48IB	Intercultural Issues in Business and Management	Optional	2	September		
C47AA	Critical Academic Skills*	Optional / Elective	2	September		
Note: *This course is applicable only for Year 2 Entry Students. All Year 2 Direct Entry Students MUST enroll on C47AA in semester 1 as one of their Optional [Elective] course. Continuing students MUST NOT register to this course.						
January Semester – 2 Mandatory and 2 Optional Courses						
C18OP	Operations Management	Mandatory	2	January	Jan 2025 to Apr 2025	
C18BS	Business Skills for the Second Machine Age	Mandatory	2	January		
C18CB	Consumer Behaviour	Optional	2	January		
C38FM	Financial Markets Theory	Optional	2	January		
C18OB	Organisational Behaviour	Optional	2	January		

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C18TP	Enterprise: Concepts and Issues	Optional	2	January	
Year 3					
September Semester – 4 Optional Courses					
C19PT	Project Management	Optional	3	September	Sep 2024 to Dec 2024
C19RT	Resourcing and Talent Management	Optional	3	September	
C19LO	Leading in Organisations	Optional	3	September	
C19CL	Introduction to Commercial Law	Optional	3	September	
C39CN	Mergers and Acquisitions	Optional	3	September	
C39MT	Management Accounting Techniques and Decisions	Optional	3	September	
C19LS	Logistics and Supply Chain Management	Optional	3	September	
January Semester – 2 Mandatory Courses and 2 Optional Courses					
C19BU	Strategic Management	Mandatory	3	January	Jan 2025 to Apr 2025
C19RH	Business Research Methods	Mandatory	3	January	
C19BA	Business Analysis and Consultancy	Optional	3	January	
C19IN	Innovation Management	Optional	3	January	
C19MC	Integrated Marketing Communications	Optional	3	January	
C19CM	Business Law and the Law of Corporate Governance	Optional	3	January	
C39SN	Financial Derivatives	Optional	3	January	

Undergraduate Taught Programme Guide- September

MA [Hons] /BA International Business Management

Programme Name	:	MA [Hons] /BA International Business Management				
Programme Code	:	C1GM-IBM/C1GN-IBN				
Study mode	:	FULL TIME				
Key Contacts						
Designation	Name	Contact Details				
Programme Director	Dr Ritu Sehgal	R.Sehgal@hw.ac.uk				
Dissertation Coordinator	Dr Sean Lochrie	s.lochrie@hw.ac.uk				
Course Code	Course Title	Mandatory/ Optional	Year	Semester	Semester Dates	
New Students						
Year 1						
September Semester – 4 Mandatory Courses						
C17EB	Management in a Global Context	Mandatory	1	September	Sep 2024 To Dec 2024	
C47AA	Critical Academic Skills	Mandatory	1	September		
C17MK	Introduction to Marketing	Mandatory	1	September		
C27EC	The Economy	Mandatory	1	September		
January Semester – 4 Mandatory Courses						
C17SB	Sustainable Business	Mandatory	1	January	Jan 2025 to Apr 2025	
C17PS	Becoming a Professional	Mandatory	1	January		
C37IF	Introductory Finance	Mandatory	1	January		
C17BT	Technology for Business	Mandatory	1	January		
Direct Entry and Continuing Students						
Year 2						
September Semester – 3 Mandatory and 1 Optional/Elective Course(s)						
C18FM	Fundamentals of Marketing	Mandatory	2	September	Sep 2024 To Dec 2024	
C18AN	Introduction to Business Analytics	Mandatory	2	September		
C18HM	Human Resource Management	Mandatory	2	September		
C48IB	Intercultural Issues in Business and Management	Optional	2	September		
C47AA	Critical Academic Skills*	Optional / Elective	2	September		
Note: *This course is applicable only for Year 2 Entry Students. All Year 2 Direct Entry Students MUST enrol on C47AA in semester 1 as one of their Optional [Elective] courses. Continuing students MUST NOT register to this course.						
January Semester – 3 Mandatory and 1 Optional Course(s)						
C18OP	Operations Management	Mandatory	2	January	Jan 2025 to Apr 2025	
C18BS	Business Skills for the Second Machine Age	Mandatory	2	January		
C18TP	Enterprise: Concepts and Issues	Mandatory	2	January		
C18OB	Organisational Behaviour	Optional	2	January		
C18CB	Consumer Behaviour	Optional	2	January		

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Year 3					
September Semester – 2 Mandatory and 2 Optional Course(s)					
C19LS	Logistics and Supply Chain Management	Mandatory	3	September	Sep 2024 to Dec 2024
C19LO	Leading in Organisations	Mandatory	3	September	
C19PT	Project Management	Optional	3	September	
C19RT	Resourcing and Talent Management	Optional	3	September	
C19CL	Introduction to Commercial Law	Optional	3	September	
January Semester – 2 Mandatory and 2 Optional Course(s)					
C19RH	Business Research Methods	Mandatory	3	January	Jan 2025 to Apr 2025
C19BU	Strategic Management	Mandatory	3	January	
C19CM	Business Law and the Law of Corporate Governance	Optional	3	January	
C19BA	Business Analysis and Consultancy	Optional	3	January	
C19IN	Innovation Management	Optional	3	January	
C19MC	Integrated Marketing Communications	Optional	3	January	
Year 4 [Applicable to MA students only]					
September Semester – 2 Mandatory and 2 Optional Courses					
C10HD	Management Dissertation 1	Mandatory	4	September	Sep 2024 To Dec 2024
C10IB	Global Business Analysis 1: International Markets and Strategy	Mandatory	4	September	
C10IE	International Entrepreneurship	Optional	4	September	
C10LM	Leisure Marketing	Optional	4	September	
C10MB	Managing Business Performance	Optional	4	September	
January Semester – 2 Mandatory and 2 Optional Courses					
C10GT	Global Business Analysis 2: Global Trends and Risks	Mandatory	4	January	Jan 2025 to Apr 2025
C10HE	Management Dissertation 2	Mandatory	4	January	
C10SM	Marketing and Management of SMEs	Optional	4	January	
C10DM	Digital Marketing	Optional	4	January	
C10DI	Diversity Management	Optional	4	January	

Undergraduate Taught Programme Guide- September

MA [Hons] in Marketing

Programme Name	:	MA [Hons] in Marketing
Programme Code	:	C1M2-MAR
Study mode	:	FULL TIME

Key Contacts					
Designation		Name		Contact Details	
Programme Director		Dr Jyothsna Singh		j.singh@hw.ac.uk	
Dissertation Coordinator		Dr Sean Lochrie		s.lochrie@hw.ac.uk	
Course Code	Course Title	Mandatory /Optional	Year	Semester	Semester Dates

New Students

Year 1

September Semester – 4 Mandatory Courses

C17EB	Management in a Global Context	Mandatory	1	September	Sep 2024 To Dec 2024
C47AA	Critical Academic Skills	Mandatory	1	September	
C17MK	Introduction to Marketing	Mandatory	1	September	
C27EC	The Economy	Mandatory	1	September	

January Semester – 4 Mandatory Courses

C17SB	Sustainable Business	Mandatory	1	January	Jan 2025 to Apr 2025
C17BT	Technology for Business	Mandatory	1	January	
C17PS	Becoming a Professional	Mandatory	1	January	
C37IF	Introductory Finance	Mandatory	1	January	

Direct Entry and Continuing Students

Year 2

September Semester – 3 Mandatory and 1 Elective Course(s)

C18HM	Human Resource Management	Mandatory	2	September	Sep 2024 To Dec 2024
C18AN	Introduction to Business Analytics	Mandatory	2	September	
C18FM	Fundamentals of Marketing	Mandatory	2	September	
C38PA	Principles of Accounting	Elective	2	September	
C48IB	Intercultural Issues in Business and Management	Elective	2	September	
C47AA	Critical Academic Skills*	Optional / Elective	2	September	

Note: *This course is applicable only for Year 2 Entry Students. **All Year 2 Direct Entry Students** MUST enrol on C47AA in semester 1 as one of their Optional [Elective] course. Continuing students MUST NOT register to this course.

January Semester – 3 Mandatory and 1 Elective Course(s)

C18BS	Business Skills for the Second Machine Age	Mandatory	2	January	Jan 2025 to Apr 2025
C18OP	Operations Management	Mandatory	2	January	
C18CB	Consumer Behaviour	Mandatory	2	January	
C18OB	Organizational Behaviour	Elective	2	January	
C18TP	Enterprise Concepts and Issues	Elective	2	January	
C38MO	Management Accounting in Organisations	Elective	2	January	

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Year 3					
September Semester – 3 Mandatory and 1 Optional Course(s)					
C19GM	Global Strategic Marketing	Mandatory	3	September	Sep 2024 to Dec 2024
C19DA	Digital Analytics in Marketing	Mandatory	3	September	
C19RM	Responsible Marketing	Mandatory	3	September	
C19PT	Project Management	Optional	3	September	
C19MI	Marketing Research	Optional	3	September	
January Semester – 3 Mandatory and 1 Optional Course(s)					
C19RH	Business Research Methods	Mandatory	3	January	Jan 2025 to Apr 2025
C19MC	Integrated Marketing Communications	Mandatory	3	January	
C19MP	Marketing in Practice	Mandatory	3	January	
C19IN	Innovation Management	Optional	3	January	
Year 4					
September Semester - 2 Mandatory and 2 Optional Course(s)					
C10FI	Contemporary Issues in Marketing	Mandatory	4	September	Sep 2024 to Dec 2024
C10MA	Marketing Dissertation 1	Mandatory	4	September	
C10MB	Managing Business Performance	Optional	4	September	
C10IE	International Entrepreneurship	Optional	4	September	
C10LM	Leisure Marketing	Optional	4	September	
January Semester – 3 Mandatory and 1 Optional Course(s)					
C10BR	Branding	Mandatory	4	January	Jan 2025 to Apr 2025
C10DM	Digital Marketing	Mandatory	4	January	
C10ME	Marketing Dissertation 2	Mandatory	4	January	
C10MK	Marketing Sustainability	Optional	4	January	
C10SM	Marketing and Management of SMEs	Optional	4	January	
Note: All optional course(s) are subject to change based on timetable availability.					

Undergraduate Taught Programme Guide- September

MA [Hons] / BA Accountancy & Finance

Programme Name	:	MA [Hons] / BA Accountancy & Finance				
Programme Code	:	C31M-ACF / C311-ACF				
Study mode	:	FULL TIME				
Key Contacts						
Designation	Name			Contact Details		
Programme Director	Dr Ahmed Derbala			A.Derbala@hw.ac.uk		
Dissertation Coordinator	Dr Anees Farrukh			a.farrukh@hw.ac.uk		
Course Code	Course Title	Mandatory/Optional	Year	Semester	Semester Dates	
New Students						
Year 1						
September Semester – 4 Mandatory Courses						
C27EC	The Economy	Mandatory	1	September	Sep 2024 To Dec 2024	
C47AA	Critical Academic Skills	Mandatory	1	September		
C37IA	Introduction to Accounting	Mandatory	1	September		
C17EB	Management in a Global Context	Mandatory	1	September		
January Semester – 4 Mandatory Courses						
C17PS	Becoming a Professional	Mandatory	1	January	Jan 2025 to Apr 2025	
C27EQ	Introduction to Economic and Financial Analysis	Mandatory	1	January		
C37IF	Introductory Finance	Mandatory	1	January		
C17SB	Sustainable Business	Mandatory	1	January		
Direct Entry and Continuing Students						
Year 2						
September Semester – 2 Mandatory Courses and 2 Optional / Elective Course(s)						
C38PA	Principles of Accounting	Mandatory	2	September	Sep 2024 To Dec 2024	
C38FI	Fundamentals of Finance	Mandatory	2	September		
C38SE	Social and Environmental Accounting	Optional	2	September		
C18FM	Fundamentals of Marketing	Electives	2	September		
C18HM	Human Resource Management	Electives	2	September		
C17EB	Management and Global Context*	Electives	2	September		
C27EC	The Economy*	Electives	2	September		
<p>Note: *This course is applicable only for Year 2 Entry Students. All Year 2 Direct Entry Students MUST enrol on C17EB and C27EC in semester 1 as their Elective courses. Continuing students MUST NOT register in these courses.</p>						
January Semester – 4 Mandatory Courses						
C38FB	Financial Accounting	Mandatory	2	January	Jan 2025 to Apr 2025	
C38FM	Financial Markets Theory	Mandatory	2	January		
C38MO	Management Accounting in Organisations	Mandatory	2	January		
F78QT	Quantitative Methods 1	Mandatory	2	January		

Undergraduate Taught Programme Guide- September

Year 3					
September Semester – 3 Mandatory Courses and 1 Optional					
C39MT	Management Accounting Techniques and Decisions	Mandatory	3	September	Sep 2024 to Dec 2024
C39FN	Corporate Financial Theory	Mandatory	3	September	
C39AI	Intermediate Financial Accounting	Mandatory	3	September	
C19CL	Introduction to Commercial Law	Optional	3	September	
C39CN	Mergers and Acquisitions	Optional	3	September	
C39FT	Fundamentals of Financial Technology	Optional	3	September	
January Semester – 2 Mandatory Courses and 2 Optional Courses					
C19RH	Business Research Methods	Mandatory	3	January	Jan 2025 to Apr 2025
C19CM	Business Law and the Law of Corporate Governance	Mandatory	3	January	
C39CE	Managing Corporate Value	Optional	3	January	
C39AU	Auditing and Assurance*	Optional	3	January	
C39RF	Applied Financial Modelling in Python	Optional	3	January	
C39SN	Financial Derivatives**	Optional	3	January	
C39TA	Taxation*	Optional	3	January	
Notes:					
*C39TA - Taxation and C39AU - Auditing and Assurance courses are advisable for accreditations from professional bodies such as ACCA, ICAEW, etc.					
**C39SN Financial Derivatives is advisable for CFA.					
Year 4					
September Semester – 1 Mandatory Courses and 3 Optional Course(s)					
C30DX	Accounting and Finance Dissertation 1	Mandatory	4	September	Sep 2024 To Dec 2024
C30SX	Risk Management and Derivatives Applications	Optional	4	September	
C30CX	Agency Theory and Corporate Governance	Optional	4	September	
C30IB	International Bond and Currency Markets *	Optional	4	September	
C30MX	Managerial Accounting: Decision Making	Optional	4	September	
C30AS	Accounting Information Systems and Technology	Optional	4	September	
January Semester – 1 Mandatory Courses and 3 Optional Course(s)					
C30DY	Accounting and Finance Dissertation 2	Mandatory	4	January	Jan 2025 to Apr 2025
C30CI	Contemporary Issues in Accounting	Optional	4	January	
C30TR	Theory and reporting in Accounting	Optional	4	January	
C30CY	Contemporary Issues in Finance	Optional	4	January	
C30SY	Equity Markets and Fund Management	Optional	4	January	
C30AA	Advanced Financial Accounting *	Optional	4	January	
Note:					
*C30AA – Advanced Financial Accounting and C30IB – International Bonds and Currency are advisable for accreditations from professional bodies such as ACCA, ICAEW, etc.					

Undergraduate Taught Programme Guide- September

MA [Hons] / BA Business and Finance

Programme Name	:	MA [Hons] / BA Business and Finance			
Programme Code	:	C37M-BUF / C371-BUF			
Study mode	:	FULL TIME			
Key Contacts					
Designation	Name	Contact Details			
Programme Director	Dr Zakiya Abdul Samad	Z.Samad@hw.ac.uk			
Dissertation Coordinator	Dr Anees Farrukh	a.farrukh@hw.ac.uk			
Course Code	Course Title	Mandatory /Optional	Year	Semester	Semester Dates
New Students					
Year 1					
September Semester – 4 Mandatory Courses					
C37IA	Introduction to Accounting	Mandatory	1	September	Sep 2024 To Dec 2024
C27EC	The Economy	Mandatory	1	September	
C47AA	Critical Academic Skills	Mandatory	1	September	
C17EB	Management in a Global Context	Mandatory	1	September	
January Semester – 4 Mandatory Courses					
C27EQ	Introduction to Economic and Financial Analysis	Mandatory	1	January	Jan 2025 to Apr 2025
C37IF	Introductory Finance	Mandatory	1	January	
C17SB	Sustainable Business	Mandatory	1	January	
C17PS	Becoming a Professional	Mandatory	1	January	
Direct Entry and Continuing Students					
Year 2					
September Semester – 2 Mandatory Courses and 2 Elective Course(s)					
C38PF	Personal Finance and Investment Ethics	Mandatory	2	September	Sep 2024 To Dec 2024
C38FI	Fundamentals of Finance	Mandatory	2	September	
C18HM	Human Resource Management	Electives	2	September	
C38SE	Social and Environmental Accounting *	Electives	2	September	
C18FM	Fundamentals of Marketing	Electives	2	September	
C17EB	Management in a Global Context	Electives	2	September	
Note: *Highly recommended elective course					
January Semester – 3 Mandatory and 1 Elective Course (s)					
C18OB	Organisational Behaviour	Mandatory	2	January	Jan 2025 to Apr 2025
C38FM	Financial Markets Theory	Mandatory	2	January	
F78QT	Quantitative Methods 1	Mandatory	2	January	
C28QU	Statistical Techniques *	Elective	2	January	
C18OP	Operations Management	Elective	2	January	
C18BS	Business skills	Elective	2	January	
C18TP	Enterprise: Concepts and Issues	Elective	2	January	
Note: *Highly recommended elective course					

Undergraduate Taught Programme Guide- September

Year 3					
September Semester – 4 Mandatory Courses					
C39FN	Corporate Financial Theory	Mandatory	3	September	Sep 2024 to Dec 2024
C39CN	Mergers and Acquisitions	Mandatory	3	September	
C39FT	Fundamentals of Financial Technology	Mandatory	3	September	
C19CL	Intro Commercial Law	Optional	3	September	
C19LO	Leading in Organisations	Optional	3	September	
C19RT	Resourcing and Talent Management	Optional	3	September	
C19PT	Project Management	Optional	3	September	
January Semester – 2 Mandatory and 2 Optional Courses					
C19RH	Business Research Methods	Mandatory	3	January	Jan 2025 to Apr 2025
C39RF	Applied Financial Modelling in Python	Mandatory	3	January	
C19BU	Strategic Management	Mandatory	3	January	
C39CE	Managing Corporate Value	Optional	3	January	
C39SN	Financial Derivatives	Optional	3	January	
Year 4					
September Semester – 4 Optional Course(s)					
C10IB	Global Business Analysis 1: International Markets and Strategy *	Optional	4	September	Sep 2024 To Dec 2024
C10IE	International Entrepreneurship	Optional	4	September	
C30SX	Risk Management and Derivatives Applications	Optional	4	September	
C10LM	Leisure Marketing	Optional	4	September	
C30CX	Agency Theory and Corporate Governance *	Optional	4	September	
C30DX	Accounting and Finance Dissertation 1 *	Optional	4	September	
C30IB	International Bond and Currency Markets	Optional	4	September	
C10HD	Management Dissertation 1	Optional	4	September	
January Semester – 4 Optional Course(s)					
C10GT	Global Business Analysis 2: Global Trends and Risks *	Optional	4	January	Jan 2025 to Apr 2025
C10DI	Diversity Management	Optional	4	January	
C30DY	Accounting and Finance Dissertation 2 *	Optional	4	January	
C10MK	Marketing Sustainability	Optional	4	January	
C10HE	Management Dissertation 2	Optional	4	January	
C30BA	Banking *	Optional	4	January	
C30CY	Contemporary Issues in Finance *	Optional	4	January	
C30SY	Equity Markets and Fund Management *	Optional	4	January	
C10DM	Digital Marketing	Optional	4	January	
C10SM	Marketing and Management of SMEs	Optional	4	January	
<p>Note: *Highly recommended optional course</p> <ul style="list-style-type: none"> - Students registering on C10HD must register for C10HE in January Semester. - Students registering on C10IB must register for C10GT in January Semester. - Students registering on C30DX must register for C30DY in January Semester. 					

Undergraduate Taught Programme Guide- September

BSc Psychology -Approved

Programme Name	:	BSc Psychology				
Programme Code	:	C912-PSY				
Study mode	:	FULL TIME				
Key Contacts						
Designation		Name		Contact Details		
Programme Director		Dr Minu Mathews		M.Mathews@hw.ac.uk		
Dissertation Coordinator		Dr Pik Ki Ho		P.Ho@hw.ac.uk		
Course Code	Course Title	Mandatory/Optional	Year	Semester	Semester Dates	
New Students						
Year 1						
September Semester – 3 Mandatory and 1 Optional Course(s)						
C97NY	Introduction to Psychology 1	Mandatory	1	September	Sep 2024 To Dec 2024	
C97RM	Research Methods and Analysis 1	Mandatory	1	September		
C97SP	Academic Skills in Psychology	Mandatory	1	September		
C17EB	Management in a Global Context	Optional	1	September		
January Semester – 3 Mandatory and 1 Optional Course(s)						
C97NZ	Introduction to Psychology 2	Mandatory	1	January	Jan 2025 to Apr 2025	
C97RE	Research Methods and Analysis 2	Mandatory	1	January		
C17PS	Becoming a Professional	Mandatory	1	January		
C17DB	Discovering Business	Optional	1	January		
Direct Entry and Continuing Students						
Year 2						
September Semester – 3 Mandatory and 1 Optional Course(s)						
C98PH	Philosophy and History of Psychology	Mandatory	2	September	Sep 2024 To Dec 2024	
C98HD	Developmental Psychology	Mandatory	2	September		
C98RU	Research Methods and Analysis 3	Mandatory	2	September		
C18FM	Fundamentals of Marketing	Optional	2	September		
C18HM	Human Resource Management	Optional	2	September		
January Semester – 3 Mandatory and 1 Optional Course(s)						
C98CO	Cognitive Psychology	Mandatory	2	January	Jan 2025 to Apr 2025	
C98RT	Research Methods and Analysis 4	Mandatory	2	January		
C98SY	Social Psychology	Mandatory	2	January		
C18OB	Organisational Behaviour	Optional	2	January		
Year 3						
September Semester – 4 Mandatory Courses						
C99CL	Cognition Across the Life Span	Mandatory	3	September	Sep 2024	
C99CP	Cross-Cultural Psychology	Mandatory	3	September		

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C99RH	Research Methods and Analysis 5	Mandatory	3	September	to Dec 2024
C99FY	Forensic Psychology	Mandatory	3	September	
January Semester – 4 Mandatory Courses					
C99CH	Biological Psychology	Mandatory	3	January	Jan 2025 to Apr 2025
C99RO	Research Methods and Analysis 6	Mandatory	3	January	
C99SG	Social Cognition & Personality	Mandatory	3	January	
C99FS	Health Psychology	Mandatory	3	January	
Year 4					
September Semester – 1 Mandatory and 3 Optional Course(s)					
C90PJ	Research Project 1	Mandatory	4	September	Sep 2024 To Dec 2024
C90PE	Psychology of Education	Optional	4	September	
C90NE	Neuropsychology	Optional	4	September	
C90PB	Workplace Psychology	Optional	4	September	
January Semester – 1 Mandatory and 3 Optional Course(s)					
C90PK	Research Project 2	Mandatory	4	January	Jan 2025 to Apr 2025
C90CP	Counselling Psychology	Optional	4	January	
C90SP	Advanced Social Psychology	Optional	4	January	
C90MH	Psychology and Mental Health	Optional	4	January	
C90CR	Cognitive Rehabilitation	Optional	4	January	

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BSc Psychology and Marketing

Programme Name	:	BSc Psychology and Marketing				
Programme Code	:	C921-PSM				
Study mode	:	FULL TIME				
Key Contacts						
Designation		Name			Contact Details	
Programme Director		Dr Minu Mathews			M.Mathews@hw.ac.uk	
Dissertation Coordinator		Dr Pik Ki Ho			P.Ho@hw.ac.uk	
Course Code	Course Title	Mandatory/Optional	Year	Semester	Semester Dates	
New Students						
Year 1						
September Semester – 4 Mandatory Courses						
C97NY	Introduction to Psychology 1	Mandatory	1	September	Sep 2024 To Dec 2024	
C97RM	Research Methods and Analysis 1	Mandatory	1	September		
C97SP	Academic Skills in Psychology	Mandatory	1	September		
C17MK	Introduction to Marketing	Mandatory	1	September		
January Semester – 3 Mandatory and 1 Elective Course(s)						
C97NZ	Introduction to Psychology 2	Mandatory	1	January	Jan 2025 to Apr 2025	
C97RE	Research Methods and Analysis 2	Mandatory	1	January		
C17PS	Becoming a Professional	Mandatory	1	January		
C17DB	Discovering Business	Elective	1	January		
C17SB	Sustainable Business	Elective	1	January		
Direct Entry and Continuing Students						
Year 2						
September Semester – 4 Mandatory Courses						
C98PH	Philosophy and History of Psychology	Mandatory	2	September	Sep 2024 To Dec 2024	
C98HD	Developmental Psychology	Mandatory	2	September		
C98RU	Research Methods and Analysis 3	Mandatory	2	September		
C18FM	Fundamentals of Marketing	Mandatory	2	September		
January Semester – 4 Mandatory Course						
C98CO	Cognitive Psychology	Mandatory	2	January	Jan 2025 to Apr 2025	
C98RT	Research Methods and Analysis 4	Mandatory	2	January		
C98SY	Social Psychology	Mandatory	2	January		
C18CB	Consumer Behaviour	Mandatory	2	January		
Year 3						
September Semester – 3 Mandatory and 1 Optional Course(s)						
C99CL	Cognition Across the Life Span	Mandatory	3	September	Sep 2024 to Dec 2024	
C99CP	Cross-Cultural Psychology	Mandatory	3	September		
C99RH	Research Methods and Analysis 5	Mandatory	3	September		
C19GM	Global Strategic Marketing	Optional	3	September		
C19RM	Responsible Marketing	Optional	3	September		

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January Semester – 3 Mandatory and 1 Optional Course(s)					
C99CH	Biological Psychology	Mandatory	3	January	Jan 2025 to Apr 2025
C99RO	Research Methods and Analysis 6	Mandatory	3	January	
C99SG	Social Cognition & Personality	Mandatory	3	January	
C19MP	Marketing in Practice	Optional	3	January	
C19MC	Integrated Marketing Comms	Optional	3	January	
Year 4					
September Semester – 1 Mandatory Courses and 3 Optional Course(s)					
C90PJ	Research Project 1	Mandatory	4	September	Sep 2024 To Dec 2024
C90PE	Psychology of Education*	Optional	4	September	
C90NE	Neuropsychology*	Optional	4	September	
C90PB	Workplace Psychology *	Optional	4	September	
C10FI	Contemporary Issues Marketing**	Optional	4	September	
C10LM	Leisure Marketing**	Optional	4	September	
Note: Student needs to choose two courses from* and one marketing course from**					
January Semester – 1 Mandatory Courses and 3 Optional Course(s)					
C90PK	Research Project 2	Mandatory	4	January	Jan 2025 to Apr 2025
C90CP	Counselling Psychology*	Optional	4	January	
C90SP	Advanced Social Psychology*	Optional	4	January	
C90MH	Psychology and Mental Health*	Optional	4	January	
C90CR	Cognitive Rehabilitation*	Optional	4	January	
C10DM	Digital Marketing**	Optional	4	January	
C10MK	Marketing Sustainability**	Optional	4	January	
C10BR	Branding**	Optional	4	January	
Note: Student needs to choose two courses from* and one marketing course from**					

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BSc Psychology with Management

Programme Name	:	BSc Psychology with Management			
Programme Code	:	C913-PWM			
Study mode	:	FULL TIME			
Key Contacts					
Designation	Name	Contact Details			
Programme Director	Dr Minu Mathews	M.Mathews@hw.ac.uk			
Dissertation Coordinator	Dr Pik Ki Ho	P.Ho@hw.ac.uk			
Course Code	Course Title	Mandatory/Optional	Year	Semester	Semester Dates
New Students					
Year 1					
September Semester – 4 Mandatory Courses					
C17EB	Management in a Global Context	Mandatory	1	September	Sep 2024 To Dec 2024
C97NY	Introduction to Psychology 1	Mandatory	1	September	
C97RM	Research Methods and Analysis 1	Mandatory	1	September	
C97SP	Academic Skills in Psychology	Mandatory	1	September	
January Semester – 3 Mandatory and 1 Optional Course(s)					
C97NZ	Introduction to Psychology 2	Mandatory	1	January	Jan 2025 to Apr 2024
C97RE	Research Methods and Analysis 2	Mandatory	1	January	
C17PS	Becoming a Professional	Mandatory	1	January	
C17DB	Discovering Business	Optional	1	January	
Direct Entry and Continuing Students					
Year 2					
September Semester – 3 Mandatory and 1 Optional Course(s)					
C98PH	Philosophy and History of Psychology	Mandatory	2	September	Sep 2024 To Dec 2024
C98HD	Developmental Psychology	Mandatory	2	September	
C98RU	Research Methods and Analysis 3	Mandatory	2	September	
C18FM	Fundamentals of Marketing	Optional	2	September	
C18HM	Human Resource Management	Optional	2	September	
January Semester – 3 Mandatory and 1 Optional Course(s)					
C98CO	Cognitive Psychology	Mandatory	2	January	Jan 2025 to Apr 2025
C98RT	Research Methods and Analysis 4	Mandatory	2	January	
C98SY	Social Psychology	Mandatory	2	January	
C18OB	Organisational Behaviour	Optional	2	January	
C18BS	Business Skills for the Second Machine Age	Optional	2	January	
Year 3					
September Semester – 3 Mandatory and 1 Optional Course(s)					
C99CL	Cognition Across the Life Span	Mandatory	3	September	Sep 2024
C99CP	Cross-Cultural Psychology	Mandatory	3	September	
C99RH	Research Methods and Analysis 5	Mandatory	3	September	

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C19PT	Project Management	Optional	3	September	to Dec 2024
C19RT	Resourcing & Talent Management	Optional	3	September	
C19LO	Leading in Organisations	Optional	3	September	
January Semester – 3 Mandatory and 1 Optional Course(s)					
C99CH	Biological Psychology	Mandatory	3	January	Jan 2025 to Apr 2025
C99RO	Research Methods and Analysis 6	Mandatory	3	January	
C99SG	Social Cognition & Personality	Mandatory	3	January	
C19MC	Integrated Marketing Communications	Optional	3	January	
C19BU	Strategic Management *	Optional	3	January	
C19IN	Innovation Management	Optional	3	January	

Noted: * Recommended. Pre-requisite for Year 4 optional courses

Year 4

September Semester – 1 Mandatory Courses and 3 Optional Course(s)

C90PJ	Research Project 1	Mandatory	4	September	Sep 2024 To Dec 2024
C90NE	Neuropsychology*	Optional	4	September	
C90PE	Psychology of Education*	Optional	4	September	
C90PB	Workplace Psychology *	Optional	4	September	
C10IB	Global Business Analysis 1 – International Markets and Strategy **	Optional	4	September	
C10LM	Leisure Marketing**	Optional	4	September	

Notes:

- Students registering on C10IB must enrol to C10GT in January Semester.
- Students should choose 2 Optional courses from courses marked with * and 1 course from courses marked with **

January Semester – 1 Mandatory Courses and 3 Optional Course(s)

C90PK	Research Project 2	Mandatory	4	January	Jan 2025 to Apr 2025
C90CR	Cognitive Rehabilitation *	Optional	4	January	
C90CP	Counselling Psychology*	Optional	4	January	
C90MH	Psychology and Mental Health*	Optional	4	January	
C90SP	Advanced Social Psychology*	Optional	4	January	
C10GT	Global Business Analysis 2: Global Trends and Risks **	Optional	4	January	
C10DM	Digital Marketing**	Optional	4	January	
C10DI	Diversity Management**	Optional	4	January	

Notes:

- Students registering on C10GT must have registered to C10IB in September Semester.
- Students should choose 2 Optional courses from courses marked with * and 1 course from courses marked with **