



# **Programme Guide for Undergraduate Taught Programmes**

## **School of Social Science**

### **Dubai Campus**

#### **Academic Year 202324**

#### **[Academic Year Calendar for 202324](#)**

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

## Undergraduate Taught Programme Guide- September Intake

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## Undergraduate Taught Programme Guide- September Intake

### 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		<a href="mailto:M.Mathews@hw.ac.uk">M.Mathews@hw.ac.uk</a>		
Dissertation Coordinator		Dr Pik Ki Ho		<a href="mailto:P.Ho@hw.ac.uk">P.Ho@hw.ac.uk</a>		
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 2023 To Dec 2023	
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 2024 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 Courses and 1 Optional Course(s)						
C98PH	Philosophy and History of Psychology	Mandatory	2	September	Sep 2023 To Dec 2023	
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 Courses and 1 Optional Course(s)						
C98CO	Cognitive Psychology	Mandatory	2	January	Jan 2024 to Apr 2024	
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 Courses and 1 Optional Course(s)						
C99CL	Cognition Across the Life Span	Mandatory	3	September	Sep 2023	
C99CP	Cross-Cultural Psychology	Mandatory	3	September		
C99RH	Research Methods and Analysis 5	Mandatory	3	September		

## Undergraduate Taught Programme Guide- September Intake

C19BV	Business Venturing	Optional	3	September	to Dec 2023
C19PT	Project Management	Optional	3	September	
C19RT	Resourcing & Talent Management	Optional	3	September	
<b>January Semester – 3 Mandatory Courses and 1 Optional Course(s)</b>					
C99CH	Biological Psychology	Mandatory	3	January	Jan 2024 to Apr 2024
C99RO	Research Methods and Analysis 6	Mandatory	3	January	
C99SG	Social Cognition & Personality	Mandatory	3	January	
C19LO	Leading in Organisations	Optional	3	January	
C19MC	Integrated Marketing Communications	Optional	3	January	
C19BU	Strategic Management *	Optional	3	January	
C19IN	Innovation Management	Optional	3	January	
<b>Noted: * Recommended. Pre-requisite for Year 4 optional courses</b>					
<b>Year 4</b>					
<b>September Semester – 1 Mandatory Courses and 3 Optional Course(s)</b>					
C90PJ	Research Project 1	Mandatory	4	September	Sep 2023 To Dec 2023
C10IB	Global Business Analysis 1 – International Markets and Strategy ** (If registering to C10IB you must enrol to C10GT in January Semester)	Optional	4	September	
C90PE	Psychology of Education*	Optional	4	September	
C10LM	Leisure Marketing**	Optional	4	September	
C90CR	Cognitive Rehabilitation*	Optional	4	September	
C90PB	Workplace Psychology *	Optional	4	September	
<b>Notes:</b>					
- 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 **					
<b>January Semester – 1 Mandatory Courses and 3 Optional Course(s)</b>					
C90PK	Research Project 2	Mandatory	4	January	Jan 2024 to Apr 2024
C10DI	Diversity Management	Optional	4	January	
C90CP	Counselling Psychology*	Optional	4	January	
C90SP	Advanced Social Psychology*	Optional	4	January	
C10DM	Digital Marketing**	Optional	4	January	
C10GT	Global Business Analysis 2: Global Trends and Risks **	Optional	4	January	
C90MH	Psychology and Mental Health*	Optional	4	January	
C90NE	Neuropsychology*	Optional	4	January	
<b>Notes:</b>					
- 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 **					

## Undergraduate Taught Programme Guide- September Intake

### BSc Psychology

Programme Name	:	BSc Psychology				
Programme Code	:	C912-PSY				
Study mode	:	FULL TIME				
Key Contacts						
Designation		Name		Contact Details		
Programme Director		Dr Minu Mathews		<a href="mailto:M.Mathews@hw.ac.uk">M.Mathews@hw.ac.uk</a>		
Dissertation Coordinator		Dr Pik Ki Ho		<a href="mailto:P.Ho@hw.ac.uk">P.Ho@hw.ac.uk</a>		
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 2023 To Dec 2023	
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 2024 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 Courses and 1 Optional Course(s)						
C98PH	Philosophy and History of Psychology	Mandatory	2	September	Sep 2023 To Dec 2023	
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 – 4 Mandatory Courses and 1 Optional Course(s)						
C98CO	Cognitive Psychology	Mandatory	2	January	Jan 2024 to Apr 2024	
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 2023 to Dec 2023	
C99CP	Cross-Cultural Psychology	Mandatory	3	September		
C99RH	Research Methods and Analysis 5	Mandatory	3	September		
C99FY	Forensic Psychology	Mandatory	3	September		

## Undergraduate Taught Programme Guide- September Intake

January Semester – 4 Mandatory Courses					
C99CH	Biological Psychology	Mandatory	3	January	Jan 2024 to Apr 2024
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 Courses and 3 Optional Course(s)					
C90PJ	Research Project 1	Mandatory	4	September	Sep 2023 To Dec 2023
C90PE	Psychology of Education	Optional	4	September	
C90CR	Cognitive Rehabilitation	Optional	4	September	
C90PB	Workplace Psychology	Optional	4	September	
January Semester – 1 Mandatory Courses and 3 Optional Course(s)					
C90PK	Research Project 2	Mandatory	4	January	Jan 2024 to Apr 2024
C90CP	Counselling Psychology*	Optional	4	January	
C90SP	Advanced Social Psychology*	Optional	4	January	
C90MH	Psychology and Mental Health*	Optional	4	January	
C90NE	Neuropsychology*	Optional	4	January	

## Undergraduate Taught Programme Guide- September Intake

### 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 Sunita Mathur	<a href="mailto:Sunita.Mathur@hw.ac.uk">Sunita.Mathur@hw.ac.uk</a>
Dissertation Coordinator	Dr Rofayda ElHout	<a href="mailto:R.ElHout@hw.ac.uk">R.ElHout@hw.ac.uk</a>

Course Code	Course Title	Mandatory /Optional	Year	Semester	Semester Dates
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#### New Students

#### Year 1

##### September Semester – 4 Mandatory Course(s)

C17MK	Introduction to Marketing	Mandatory	1	September	Sep 2023 To Dec 2023
C17EB	Management a Global context	Mandatory	1	September	
C37AF	Introduction to Accountancy and Finance	Mandatory	1	September	
C67AS	Academic Skills	Mandatory	1	September	

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

C17DB	Discovering Business	Mandatory	1	January	Jan 2024 to Apr 2024
C17PS	Becoming a Professional	Mandatory	1	January	
C27EC	The Economy	Mandatory	1	January	
C97NZ	Introduction to Psychology 2	Elective	1	January	
E17FM	Fashion Marketing & Management	Elective	1	January	
D47HC	Human Geography & The City	Elective	1	January	

#### Direct Entry and Continuing Students

#### Year 2

##### September Semester – 2 Mandatory Courses and 2 Elective Course(s)

C38PA	Principles of Accounting	Mandatory	2	September	Sep 2023 To Dec 2023
C38FI	Introduction to Finance	Mandatory	2	September	
C38SE	Social & Environmental Accounting	Electives	2	September	
C18FM	Fundamentals of Marketing	Electives	2	September	
C18HM	Human Resource Management	Electives	2	September	
C17EB	Management and Global Context*	Electives	2	September	

**Note:** \*This course is applicable only for Year 2 Entry Students. All Year 2 Direct Entry Students **MUST** enrol on C17EB in semester 1 as one of their Elective courses. Continuing students **MUST NOT** register for this course.

##### January Semester – 4 Mandatory Courses

C38FB	Financial Accounting	Mandatory	2	January	Jan 2024 to Apr 2024
C38MO	Management Accounting in Organisations	Mandatory	2	January	
F78QT	Quantitative Methods	Mandatory	2	January	
C38FM	Financial Markets Theory	Mandatory	2	January	



## Undergraduate Taught Programme Guide- September Intake

Year 3					
September Semester – 4 Mandatory Courses					
C39MT	Management Accounting Techniques and Decisions	Mandatory	3	September	Sep 2023 to Dec 2023
C39FN	Corporate Financial Theory	Mandatory	3	September	
C39AI	Intermediate Financial Accounting	Mandatory	3	September	
C39FT	Fundamentals of Financial Technology	Mandatory	3	September	
January Semester – 2 Mandatory Courses and 2 Optional Courses					
C19RH	Business Research Methods	Mandatory	3	January	Jan 2024 to Apr 2024
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	
<b>Notes:</b>					
*C39TA - Taxation and C39AU -Auditing and Assurance courses are required for maximum exemptions from ACCA.					
*C39SN Financial Derivatives is advisable for CFA.					
Year 4 [Only Applicable to MA [Hons] Accountancy & Finance Students					
September Semester – 1 Mandatory Courses and 3 Optional Course(s)					
C30DX	Accounting and Fin Dissertation 1	Mandatory	4	September	Sep 2023 To Dec 2023
C30CX	Agency Theory and Corporate Governance	Optional	4	September	
C30HX	Accounting Theory	Optional	4	September	
C30MX	Managerial Accounting: Decision Making	Optional	4	September	
January Semester – 1 Mandatory Courses and 3 Optional Course(s)					
C30DY	Accounting and Fin Dissertation 2	Mandatory	4	January	Jan 2024 to Apr 2024
C30HY	Corporate Reporting	Optional	4	January	
C30IY	International Accounting	Optional	4	January	
C30SY	Equity Markets and Fund Management	Optional	4	January	
C30CY	Contemporary Issues in Finance	Optional	4	January	

## Undergraduate Taught Programme Guide- September Intake

### 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 Ullas Rao	<a href="mailto:U.Rao@hw.ac.uk">U.Rao@hw.ac.uk</a>				
Dissertation Coordinator	Rofayda ElHout	<a href="mailto:R.ElHout@hw.ac.uk">R.ElHout@hw.ac.uk</a>				
Course Code	Course Title	Mandatory /Optional	Year	Semester	Semester Dates	
New Students						
Year 1						
September Semester – 4 Mandatory Course(s)						
C17MK	Introduction to Marketing	Mandatory	1	September	Sep 2023 To Dec 2023	
C17EB	Management a Global context	Mandatory	1	September		
C37AF	Introduction to Accountancy and Finance	Mandatory	1	September		
C67AS	Academic Skills	Mandatory	1	September		
January Semester – 3 Mandatory and 1 Optional Course(s)						
C17DB	Discovering Business	Mandatory	1	January	Jan 2024 to Apr 2024	
C17PS	Becoming a Professional	Mandatory	1	January		
C27EC	The Economy	Mandatory	1	January		
C97NZ	Introduction to Psychology 2	Electives	1	January		
E17FM	Fashion Marketing & Management	Electives	1	January		
D47HC	Human Geography & The City	Electives	1	January		
Direct Entry and Continuing Students						
Year 2						
September Semester – 2 Mandatory Courses and 2 Elective Course(s)						
C38PF	Personal Finance	Mandatory	2	September	Sep 2023 To Dec 2023	
C38FI	Introduction to 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		
C48IB	Intercultural Issues in Bus and Man	Electives	2	September		
<b>Note:</b> *Highly recommended elective course						
January Semester – 3 Mandatory and 1 Elective Course (s)						
C18OB	Organisational Behaviour	Mandatory	2	January	Jan 2024 to Apr 2024	
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		

## Undergraduate Taught Programme Guide- September Intake

<b>Note:</b> *Highly recommended elective course					
<b>Year 3</b>					
<b>September Semester – 3 Mandatory and 1 Optional Course(s)</b>					
C39CN	Mergers and Acquisitions	Mandatory	3	September	Sep 2023 to Dec 2023
C39FN	Corporate Financial Theory	Mandatory	3	September	
C39FT	Fundamentals of Financial Technology	Mandatory	3	September	
C19BV	Business Venturing	Optional	3	September	
C19RT	Resource and Talent Management	Optional	3	September	
C19PT	Project Management	Optional	3	September	
<b>January Semester – 3 Mandatory Courses and 1 Optional Course(s)</b>					
C19RH	Business Research Methods	Mandatory	3	January	Jan 2024 to Apr 2024
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	
<b>Year 4</b>					
<b>September Semester – 4 Optional Course(s)</b>					
C10HD	Management Dissertation	Optional	4	September	Sep 2023 To Dec 2023
C10IB	Global Business Analysis 1: International Markets and Strategy	Optional	4	September	
C10IE	International Entrepreneurship	Optional	4	September	
C10LM	Leisure Marketing	Optional	4	September	
C30CX	Agency theory and corporate governance*	Optional	4	September	
C30DX	Accounting and Fin Dissertation 1*	Optional	4	September	
<b>January Semester – 4 Optional Course(s)</b>					
C10DI	Diversity Management	Optional	4	January	Jan 2024 to Apr 2024
C10HE	Management Dissertation 2	Optional	4	January	
C30DY	Accounting and Fin 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	
<b>Note:</b> *Highly recommended optional course					

## Undergraduate Taught Programme Guide- September Intake

### MA Accounting and Business Finance

Programme Name	:	<b>MA Accounting and Business Finance</b>				
Programme Code	:	<b>C301-ABF</b>				
Study mode	:	FULL TIME				
Key Contacts						
Designation	Name	Contact Details				
Programme Director	Dr Sunita Mathur	<a href="mailto:Sunita.Mathur@hw.ac.uk">Sunita.Mathur@hw.ac.uk</a>				
Dissertation Coordinator	Dr Rofayda ElHout	<a href="mailto:R.ElHout@hw.ac.uk">R.ElHout@hw.ac.uk</a>				
Course Code	Course Title	Mandatory /Optional	Year	Semester	Semester Dates	
<b>Direct Entry and Continuing Students</b>						
Year 4						
September Semester – 1 Mandatory and Optional Course(s)						
C30DX	Accounting and Fin Dissertation 1	Mandatory	4	September	Sep 2023 To Dec 2023	
C30CX	Agency Theory and Corporate Governance	Optional	4	September		
C30FM	Case Studies in Financial Management	Optional	4	September		
C30HX	Accounting Theory	Optional	4	September		
C30MX	Managerial Accounting: Decision Making	Optional	4	September		
January Semester – 1 Mandatory and Optional Course(s)						
C30DY	Accounting and Fin Dissertation 2	Mandatory	4	January	Jan 2024 to Apr 2024	
C30CY	Contemporary Issues in Finance	Optional	4	January		
C30HY	Corporate Reporting	Optional	4	January		
C30IY	International Accounting	Optional	4	January		

## Undergraduate Taught Programme Guide- September Intake

### Bachelor of Business Administration [Hons]

Programme Name	:	<b>Bachelor of Business Administration [Hons]</b>				
Programme Code	:	C1BA-BBA				
Study mode	:	FULL TIME				
Key Contacts						
Designation	Name	Contact Details				
Programme Director	Dr Steven Glasgow	S.Glasgow@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 2023 To Dec 2023	
C67AS	Academic Skills	Mandatory	1	September		
C37AF	Introduction to Accounting & Finance	Mandatory	1	September		
C17MK	Introduction to Marketing	Mandatory	1	September		
January Semester – 3 Mandatory and 1 Optional Course(s)						
C17DB	Discovering Business	Mandatory	1	January	Jan 2024 to Apr 2024	
C27EC	The Economy	Mandatory	1	January		
C17PS	Becoming a Professional	Mandatory	1	January		
C97NZ	Introduction to Psychology 2	Elective	1	January		
E17FM	Fashion Marketing & Management	Elective	1	January		
D47HC	Human Geography & The City	Elective	1	January		
Direct Entry and Continuing Students						
Year 2						
September Semester – 4 Optional Courses						
C18FM	Fundamentals of Marketing	Optional	2	September	Sep 2023 To Dec 2023	
C38PF	Personal Finance	Optional	2	September		
C38SE	Social and Environmental Accounting	Optional	2	September		
C18HM	Human Resource Management	Optional	2	September		
C48IB	Intercultural Issues in Bus and Man	Optional	2	September		
F78QT	Quantitative Methods	Optional	2	September		
C67AS	Academic Skills*	Optional / Elective	2	September		
<b>Note:</b> *This course is applicable only for Year 2 Entry Students. All Year 2 Direct Entry Students MUST enrol on C67AS 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 2024 to Apr 2024	
C18BS	Business Skills for the Second Machine Age	Mandatory	2	January		
C18OB	Organisational Behaviour	Optional	2	January		
C38FM	Financial Markets Theory	Optional	2	January		

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C18CB	Consumer Behaviour	Optional	2	January	
C18TP	Enterprise: Concepts and Issues	Optional	2	January	
C38MO	Management Accounting in Orgs	Optional	2	January	
<b>Year 3</b>					
<b>September Semester – 4 Optional Courses</b>					
C19BV	Business Venturing	Optional	3	September	Sep 2023 to Dec 2023
C19PT	Project Management	Optional	3	September	
C19RT	Resourcing and Talent Management	Optional	3	September	
C19LS	Logistics and Supply Chain Management	Optional	3	September	
C39CN	Mergers and Acquisitions	Optional	3	September	
C39MT	Management Accounting Techniques & Decisions	Optional	3	September	
C39SM	Inter Bond and Currency Mark	Optional	3	September	
<b>January Semester – 2 Mandatory Courses and 2 Optional Courses</b>					
C19BU	Strategic Management	Mandatory	3	January	Jan 2024 to Apr 2024
C19RH	Business Research Methods	Mandatory	3	January	
C19BA	Business Analysis and Consulting	Optional	3	January	
C19IN	Innovation Management	Optional	3	January	
C19MC	Integrated Marketing Comms	Optional	3	January	
C19LO	Leading in Organisations	Optional	3	January	
C39SN	Financial Derivatives	Optional	3	January	
<b>Year 4</b>					
<b>September Semester – 2 Mandatory and 2 Optional Courses</b>					
C10HD	Management Dissertation 1	Mandatory	4	September	Sep 2023 To Dec 2023
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	
<b>January Semester – 4 Optional Course(s)</b>					
C10HE	Management Dissertation 2	Mandatory	4	January	Jan 2024 to Apr 2024
C10GT	Global Business Analysis 2: Global Trends and Risks	Mandatory	4	January	
C30IY	International Accounting	Optional	4	January	
C10DI	Diversity Management	Optional	4	January	
C10DM	Digital Marketing	Optional	4	January	
C10SM	Marketing & Management of SMEs	Optional	4	January	
C30HY	Corporate reporting	Optional	4	January	
C30SY	Equity Markets and Fund Management	Optional	4	January	

## Undergraduate Taught Programme Guide- September Intake

### Bachelor of Business Administration

Programme Name	:	<b>Bachelor of Business Administration</b>				
Programme Code	:	C1BB-BBA				
Study mode	:	FULL TIME				
Key Contacts						
Designation	Name	Contact Details				
Programme Director	Dr Steven Glasgow	S.Glasgow@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 2023 To Dec 2023	
C67AS	Academic Skills	Mandatory	1	September		
C37AF	Introduction to Accounting & Finance	Mandatory	1	September		
C17MK	Introduction to Marketing	Mandatory	1	September		
January Semester – 3 Mandatory and 1 Optional Course(s)						
C17DB	Discovering Business	Mandatory	1	January	Jan 2024 to Apr 2024	
C27EC	The Economy	Mandatory	1	January		
C17PS	Becoming a Professional	Mandatory	1	January		
C97NZ	Introduction to Psychology 2	Elective	1	January		
E17FM	Fashion Marketing & Management	Elective	1	January		
D47HC	Human Geography & The City	Elective	1	January		
Direct Entry and Continuing Students						
Year 2						
September Semester – 4 Optional Courses						
C18FM	Fundamentals of Marketing	Optional	2	September	Sep 2023 To Dec 2023	
C18HM	Human Resource Management	Optional	2	September		
C38PF	Personal Finance	Optional	2	September		
C38SE	Social and Environmental Accounting	Optional	2	September		
C48IB	Intercultural Issues in Bus and Man	Optional	2	September		
F78QT	Quantitative Methods	Optional	2	September		
C67AS	Academic Skills*	Optional / Elective	2	September		
<b>Note:</b> *This course is applicable only for Year 2 Entry Students. All Year 2 Direct Entry Students MUST enrol on C67AS 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 Course(s)						
C18OP	Operations Management	Mandatory	2	January	Jan 2024 to Apr 2024	
C18BS	Business Skills for the Second Machine Age	Mandatory	2	January		
C18OB	Organisational Behaviour	Optional	2	January		
C38FM	Financial Markets Theory	Optional	2	January		

## Undergraduate Taught Programme Guide- September Intake

C18CB	Consumer Behaviour	Optional	2	January	
C18TP	Enterprise: Concepts and Issues	Optional	2	January	
C38MO	Management Accounting in Orgs	Optional	2	January	
<b>Year 3</b>					
<b>September Semester – 4 Optional Courses</b>					
C19BV	Business Venturing	Optional	3	September	Sep 2023 to Dec 2023
C19PT	Project Management	Optional	3	September	
C19RT	Resourcing and Talent Management	Optional	3	September	
C19LS	Logistics and Supply Chain Management	Optional	3	September	
C39CN	Mergers and Acquisitions	Optional	3	September	
C39MT	Management Accounting Techniques & Decisions	Optional	3	September	
C39SM	Inter Bond and Currency Mark	Optional	3	September	
<b>January Semester – 2 Mandatory Courses and 2 Optional Courses</b>					
C19BU	Strategic Management	Mandatory	3	January	Jan 2024 to Apr 2024
C19RH	Business Research Methods	Mandatory	3	January	
C19BA	Business Analysis and Consulting	Optional	3	January	
C39CA	Contemporary Issues in Financial Accounting	Optional	3	January	
C19IN	Innovation Management	Optional	3	January	
C19MC	Integrated Marketing Comms	Optional	3	January	
C19LO	Leading in Organisations	Optional	3	January	
C39SN	Financial Derivatives	Optional	3	January	



## Undergraduate Taught Programme Guide- September Intake

### MA [Hons] /BA International Business Management

Programme Name	:	<b>MA [Hons] /BA International Business Management</b>
Programme Code	:	<b>C1GM-IBM/C1GN-IBN</b>
Study mode	:	FULL TIME

#### Key Contacts

Designation	Name	Contact Details
Programme Director	Dr Ritu Sehgal	<a href="mailto:R.Sehgal@hw.ac.uk">R.Sehgal@hw.ac.uk</a>
Dissertation Coordinator	Dr Sean Lochrie	<a href="mailto:s.lochrie@hw.ac.uk">s.lochrie@hw.ac.uk</a>

Course Code	Course Title	Mandatory /Optional	Year	Semester	Semester Dates
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#### New Students

#### Year 1

#### September Semester – 4 Mandatory Courses

C17EB	Management in a Global Context	Mandatory	1	September	Sep 2023 To Dec 2023
C17MK	Introduction to Marketing	Mandatory	1	September	
C67AS	Academic Skills	Mandatory	1	September	
C37AF	Intro Accounting and Finance	Mandatory	1	September	

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

C27EC	The Economy	Mandatory	1	January	Jan 2024 to Apr 2024
C17DB	Discovering Business	Mandatory	1	January	
C17PS	Becoming a Professional	Mandatory	1	January	
C97NZ	Introduction to Psychology 2	Elective	1	January	
E17FM	Fashion Marketing & Management	Elective	1	January	
D47HC	Human Geography & The City	Elective	1	January	

#### Direct Entry and Continuing Students

#### Year 2

#### September Semester – 2 Mandatory and 2 Optional Course(s)

C18FM	Fundamentals of Marketing	Mandatory	2	September	Sep 2023 To Dec 2023
C18HM	Human Resource Management	Mandatory	2	September	
C48IB	Intercultural Issues in Bus and Man	Optional	2	September	
F78QT	Quantitative Methods 1	Optional	2	September	
C67AS	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 C67AS in semester 1 as one of their Optional [Elective] course. Continuing students MUST NOT register to this course.

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

C18OP	Operations Management	Mandatory	2	January	Jan 2024 to Apr 2024
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	

## Undergraduate Taught Programme Guide- September Intake

Year 3					
September Semester – 2 Mandatory and 2 Optional Courses					
C19GM	Global Strategic Marketing	Mandatory	3	September	Sep 2023 to Dec 2023
C19LS	Logistics and Supply Chain Ma	Mandatory	3	September	
C19BV	Business Venturing	Optional	3	September	
C19PT	Project Management	Optional	3	September	
C19RT	Resourcing and Talent Management	Optional	3	September	
January Semester – 3 Mandatory and 1 Optional Course(s)					
C19BU	Strategic Management	Mandatory	3	January	Jan 2024 to Apr 2024
C19RH	Business Research Methods	Mandatory	3	January	
C19LO	Leading in Organisations	Mandatory	3	January	
C19BA	Business Analysis and Consulting	Optional	3	January	
C19IN	Innovation Management	Optional	3	January	
C19MC	Integrated Marketing Comms	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 2023 To Dec 2023
C10IB	Global Business Analysis 1: International Markets and Strategy	Mandatory	4	September	
C10IE	International Entrepreneurship	Optional	4	September	
C10MB	Managing Business Performance	Optional	4	September	
C10LM	Leisure Marketing	Optional	4	September	
January Semester – 2 Mandatory and 2 Optional Courses					
C10HE	Management Dissertation 2	Mandatory	4	January	Jan 2024 to Apr 2024
C10GT	Global Business Analysis 1: International Markets and Strategy	Mandatory	4	January	
C10DM	Digital Marketing	Optional	4	January	
C10SM	Marketing & Management of SMEs	Optional	4	January	
C10DI	Diversity Management	Optional	4	January	

## Undergraduate Taught Programme Guide- September Intake

### MA [Hons] /BA International Business Management with Human Resource Management

Programme Name		:	<b>MA [Hons] International Business Management with Human Resource Management</b>			
Programme Code		:	<b>C1JM-IBH</b>			
Study mode		:	FULL TIME			
Key Contacts						
Designation		Name		Contact Details		
Programme Director		Dr Ritu Sehgal		<a href="mailto:R.Sehgal@hw.ac.uk">R.Sehgal@hw.ac.uk</a>		
Dissertation Coordinator		Dr Sean Lochrie		<a href="mailto:s.lochrie@hw.ac.uk">s.lochrie@hw.ac.uk</a>		
Course Code	Course Title	Mandatory /Optional	Year	Semester	Semester Dates	
<b>Direct Entry and Continuing Students</b>						
Year 3						
September Semester – 2 Mandatory and 2 Optional Courses						
C19RT	Resourcing & Talent Management	Mandatory	3	September	Sep 2023 to Dec 2023	
C19RH	Business Research Methods	Mandatory	3	September		
C19BV	Business Venturing	Optional	3	September		
C19CE	Consumer Behaviour	Optional	3	September		
C19PT	Project Management	Optional	3	September		
January Semester – 3 Mandatory and 1 Optional Course(s)						
C19BA	Business Analysis and Consulting	Mandatory	3	January	Jan 2024 to Apr 2024	
C19BU	Strategic Management	Mandatory	3	January		
C19LO	Leading in Organisations	Mandatory	3	January		
C19IN	Innovation Management	Optional	3	January		
C19MC	Integrated Marketing Communications	Optional	3	January		
Year 4						
September Semester – 2 Mandatory and 2 Optional Courses						
C10HD	Management Dissertation 1	Mandatory	4	September	Sep 2023 To Dec 2023	
C10IB	Global Business Analysis 1: International Markets & 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						
C10HE	Management Dissertation 2	Mandatory	4	January	Jan 2024 to Apr 2024	
C10GT	Global Business Analysis 1: International Markets & Strategy	Mandatory	4	January		
C10DM	Digital Marketing	Optional	4	January		
C10SM	Marketing & Management of SMEs	Optional	4	January		
C10DI	Diversity Management	Optional	4	January		

## Undergraduate Taught Programme Guide- September Intake

### MA [Hons] International Business Management with Marketing

Programme Name	:	<b>MA [Hons] International Business Management with Marketing</b>				
Programme Code	:	<b>C1IM-IBK</b>				
Study mode	:	FULL TIME				
Key Contacts						
Designation		Name		Contact Details		
Programme Director		Dr Ritu Sehgal		<a href="mailto:R.Sehgal@hw.ac.uk">R.Sehgal@hw.ac.uk</a>		
Dissertation Coordinator		Dr Sean Lochrie		<a href="mailto:s.lochrie@hw.ac.uk">s.lochrie@hw.ac.uk</a>		
Course Code	Course Title	Mandatory /Optional	Year	Semester	Semester Dates	
<b>Direct Entry and Continuing Students</b>						
Year 3						
September Semester – 2 Mandatory and 2 Optional Courses						
C19CE	Consumer Behaviour	Mandatory	3	September	Sep 2023 to Dec 2023	
C19RH	Business Research Methods	Mandatory	3	September		
C19BV	Business Venturing	Optional	3	September		
C19RT	Resourcing & Talent Management	Optional	3	September		
C19PT	Project Management	Optional	3	September		
January Semester – 3 Mandatory and 1 Optional Course(s)						
C19BA	Business Analysis and Consulting	Mandatory	3	January	Jan 2024 to Apr 2024	
C19BU	Strategic Management	Mandatory	3	January		
C19MC	Integrated Marketing Communications	Mandatory	3	January		
C19LS	Logistics and Supply Chain Management	Optional	3	January		
C19IN	Innovation Management	Optional	3	January		
Year 4						
September Semester – 2 Mandatory and 2 Optional Courses						
C10HD	Management Dissertation 1	Mandatory	4	September	Sep 2023 To Dec 2023	
C10IB	Global Business Analysis 1: International Markets & 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						
C10HE	Management Dissertation 2	Mandatory	4	January	Jan 2024 to Apr 2024	
C10GT	Global Business Analysis 1: International Markets & Strategy	Mandatory	4	January		
C10DM	Digital Marketing	Optional	4	January		
C10SM	Marketing & Management of SMEs	Optional	4	January		
C10DI	Diversity Management	Optional	4	January		

## Undergraduate Taught Programme Guide- September Intake

### MA International Business Management with Enterprise

Programme Name	: <b>MA [Hons] International Business Management with Enterprise</b>				
Programme Code	: <b>C1KM-IBE</b>				
Study mode	: FULL TIME				
Key Contacts					
Designation	Name	Contact Details			
Programme Director	Dr Ritu Sehgal	<a href="mailto:R.Sehgal@hw.ac.uk">R.Sehgal@hw.ac.uk</a>			
Dissertation Coordinator	Dr Sean Lochrie	<a href="mailto:s.lochrie@hw.ac.uk">s.lochrie@hw.ac.uk</a>			
Course Code	Course Title	Mandatory /Optional	Year	Semester	Semester Dates
<b>Direct Entry and Continuing Students</b>					
Year 4					
September Semester – 2 Mandatory and 2 Optional Courses					
C10IB	Global Business Analysis 1: International Markets & Strategy	Mandatory	4	September	Sep 2023 To Dec 2023
C10IE	International Entrepreneurship	Mandatory	4	September	
C10BS	Business Project 1	Optional	4	September	
C10HD	Management Dissertation 1	Optional	4	September	
C10LM	Leisure Marketing	Optional	4	September	
C10MB	Managing Business Performance	Optional	4	September	
<b>Note:</b>					
- Students must enrol on C10HE in January semester if they are enrolling on C10HD in September semester.					
- Students must enrol on C10BT in January semester if they are enrolling on C10BS in September semester					
January Semester – 2 Mandatory and 2 Optional Courses					
C10GT	Global Business Analysis 2: Global Trends and Risks	Mandatory	4	January	Jan 2024 to Apr 2024
C10SM	Marketing & Management of SMEs	Mandatory	4	January	
C10BT	Business Project 2	Optional	4	January	
C10DI	Diversity Management	Optional	4	January	
C10DM	Digital Marketing	Optional	4	January	
C10HE	Management Dissertation 2	Optional	4	January	

## Undergraduate Taught Programme Guide- September Intake

### MA [Hons] International Business Management with Operations Management

Programme Name	:	<b>MA [Hons] International Business Management with Operations Management</b>				
Programme Code	:	<b>C1NM-OPL</b>				
Study mode	:	FULL TIME				
Key Contacts						
Designation	Name	Contact Details				
Programme Director	Dr Ritu Sehgal	<a href="mailto:R.Sehgal@hw.ac.uk">R.Sehgal@hw.ac.uk</a>				
Dissertation Coordinator	Dr Sean Lochrie	<a href="mailto:s.lochrie@hw.ac.uk">s.lochrie@hw.ac.uk</a>				
Course Code	Course Title	Mandatory /Optional	Year	Semester	Semester Dates	
<b>Direct Entry and Continuing Students</b>						
Year 4						
September Semester – 3 Mandatory and 1 Optional Courses						
C10HD	Management Dissertation 1	Mandatory	4	September	Sep 2023 To Dec 2023	
C10IB	Global Business Analysis 1: International Markets and Strategy	Mandatory	4	September		
C10MB	Managing Business Performance	Mandatory	4	September		
C10IE	International Entrepreneurship	Optional	4	September		
C10LM	Leisure Marketing	Optional	4	September		
January Semester – 2 Mandatory and 2 Optional Courses						
C10HE	Management Dissertation 2	Mandatory	4	January	Jan 2024 to Apr 2024	
C10GT	Global Business Analysis 2: Global Trends and Risks	Mandatory	4	January		
C10DM	Digital Marketing	Optional	4	January		
C10SM	Marketing & Management of SMEs	Optional	4	January		
C10DI	Diversity Management	Optional	4	January		

## Undergraduate Taught Programme Guide- September Intake

### MA [Hons] in Marketing

Programme Name	:	<b>MA [Hons] in Marketing</b>				
Programme Code	:	<b>C1M2-MAR</b>				
Study mode	:	FULL TIME				
Key Contacts						
Designation	Name	Contact Details				
Programme Director	Dr Jyothsna Singh	<a href="mailto:j.singh@hw.ac.uk">j.singh@hw.ac.uk</a>				
Dissertation Coordinator	Dr Sean Lochrie	<a href="mailto:s.lochrie@hw.ac.uk">s.lochrie@hw.ac.uk</a>				
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 2023 To Dec 2023	
C17MK	Introduction to Marketing	Mandatory	1	September		
C67AS	Academic Skills	Mandatory	1	September		
C37AF	Intro Accounting and Finance	Mandatory	1	September		
January Semester – 3 Mandatory and 1 Elective Course(s)						
C27EC	The Economy	Mandatory	1	January	Jan 2024 to Apr 2024	
C17DB	Discovering Business	Mandatory	1	January		
C17PS	Becoming a Professional	Mandatory	1	January		
C97NZ	Introduction to Psychology 2	Elective	1	January		
E17FM	Fashion Marketing & Management	Elective	1	January		
D47HC	Human Geography & The City	Elective	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 2023 To Dec 2023	
C18FM	Fundamentals of Marketing	Mandatory	2	September		
F78QT	Quantitative Methods	Mandatory	2	September		
C38PA	Principles of Accounting	Elective	2	September		
C48IB	Intercultural Issues in Business and Management	Elective	2	September		
C67AS	Academic Skills*	Optional / Elective	2	September		
<b>Note:</b> *This course is applicable only for Year 2 Entry Students. <b>All Year 2 Direct Entry Students</b> MUST enrol on C67AS in semester 1 as one of their Optional [Elective] course. Continuing students MUST NOT register to this course.						
January Semester – 3 Mandatory and 1 Optional Course(s)						
C18OP	Operations Management	Mandatory	2	January	Jan 2024 to Apr 2024	
C18BS	Business Skills for the Second Machine Age	Mandatory	2	January		
C18CB	Consumer Behaviour	Mandatory	2	January		
C18OB	Organizational Behaviour	Optional	2	January		
C18TP	Enterprise Concepts and Issues	Optional	2	January		

## Undergraduate Taught Programme Guide- September Intake

C38MO	Management Acct. in Org	Optional	2	January	
<b>Year 3</b>					
<b>September Semester – 3 Mandatory and 1 Optional Course(s)</b>					
C19GM	Global Strategic Marketing	Mandatory	3	September	Sep 2023 to Dec 2023
C19DA	Digital Analytics in Marketing	Mandatory	3	September	
C19RM	Responsible Marketing	Mandatory	3	September	
C19PT	Project Management	Optional	3	September	
<b>January Semester – 3 Mandatory and 1 Optional Course(s)</b>					
C19RH	Business Research Methods	Mandatory	3	January	Jan 2024 to Apr 2024
C19MC	Integrated Marketing Comms	Mandatory	3	January	
C19MP	Marketing in Practice	Mandatory	3	January	
C19IN	Innovation Management	Optional	3	January	
<b>Year 4 – To Be Confirmed</b>					