

Department	Unit	Description Of Module Selected	Semester	Timetable	Level	Credit	Changes
Compulsory Module	London: City of Change (AME_5_LCC)	Compulsory Module Running in both semester 1 and 2	B	Monday 1-4	4	20	
Business Studies	Business Language Skills (BBS_4_BLS)	This unit aims to help students improve their English language skills as they relate to business studies, improving their ability to use English for business purposes by developing a range of business and study skills. They will develop their business	1	Monday 9 -11 or Wednesday 9-11	4	15	
Business Studies	Business Communication (BBS_4_BCO)	This semester one module is for students whose first language is English. It aims to develop communication skills as they relate to business studies and is designed to develop more effective reading, speaking, listening and writing skills. Critical approaches	1	Monday 9-11 & 1-3	4	20	
Business Studies	Business Environment (BBS_4_BEN)	In a dynamic business environment, the information systems and the strategies for using them change rapidly, however, the underlying principles remain the same. The introduction to the business systems environment attempts, by way of studying	1	Tuesdays 9-1 + seminars	4	20	
Business Studies	Business Systems: An Introductory Managerial Perspective (BBS_4_BSY)	This unit covers interrelated areas concerning information systems and technology and their importance now and in the future business world. The emphasis will be on the importance of systems, MIS, decision support systems, expert systems in the business environment, business information systems hardware	1	Wednesdays 10-2 or Thursday 12-4	4	20	
Business Studies	Introduction to Management Science (BBS_5_IMS)	The unit examines some of the techniques of Management Science and uses them to solve a range of problems typically needing to be solved by managers who need to make decisions. The techniques used include linear programming, the use of appropriate probability models and a variety of decision-making	1	Mondays 9-1	5	20	
Business Studies	Financial Markets and Institutions (BAF_5_FMI)	The unit provides basic theory of the financial systems, markets and its participants with a focus on financial intermediaries. The unit will also introduce some elements in the financial regulation and the changes introduced by the European union and the	1	Monday 2-6	5	20	
Business Studies	Business Skills (BBS_5_BSK)	This unit concerned with developing this critical, interpersonal and organisational skills needed by a manager or an aspiring manager , to function effectively to the internal and external organisational environment. It achieves this by adopting an	1	Tuesdays 1-5	5	20	
Business Studies	Managerial Accounting (BAF_5_MGA)	This unit consists of a study of limited company financial statements, cost behaviour, flexible budgets, inventory, labour, overheads, marginal and absorption costing, cost volume profit analysis, further aspects of budgeting, variance analysis.	1	Wednesdays 9-1	5	20	
Business Studies	Business and Financial Mathematics (BBS_5_BFM)	This unit examines a range of ways of handling, analysing and presenting numerical information. Particular emphasis will be placed on dealing with financial information - annuities, gilts, investment appraisal and portfolio analysis. An introduction into	1	Thursdays 10-3	5		
Business Studies	Principles of HRM (BBM_5_PHR)	This unit is an introduction to the context, theory and practice of HRM. It serves to provide the theoretical and empirical foundation for those students intending to specialise in the area of HRM. It also introduces students, who do not intend to specialise in the	1	Thursdays 11-3	5		Module Code and Timetable Updated

Business Studies	English in International Business (BBS_5_EIB)	This unit aims to develop students' awareness and competence in the use of English language in the context of international business. The focus will be on the development of language and communication skills appropriate to cross-cultural communication	1	Thursdays 1-5	5	20	
Business Studies	Ethical Practice (BBM_5_EPR)	The ethical practice unit adopts an experiential personal inquiry (formative learning) approach to understanding ethical theory. In this way learners are facilitated towards developing and enhancing their ethical consciousness as appropriate to	1	Fridays 9-1	5		Timetable Updated Module Code Was Not Updated In Blackboard
Business Studies	Organisations and Decisions (BBM_5_OAD)	The content of this unit concerns the ways in which people within and representing organisations take decisions. The tenets of the rational actor model are delineated and its implications and techniques are explored. But the bulk of the unit suggests that	1	Fridays 9-1	5	15	Module Code and Timetable Updated
Business Studies	Managing Your Business (BBS_5_MYB)	Accountants provide accounting information to management to aid planning, control, management and operational activities of the organisation. They are also responsible for analysing and interpreting information for other managers. This information is	1	Friday 11-3	5	20	
Business Studies	Organisations, Systems & People (BBS_5_OSP)	Information is approached as one of the major essential resources available to an organisation which must be managed alongside, & impacts on, the other resources. Its coverage extends to issues of systems development & design within	1	Mondays 10-2	5		Timetable Updated
Business Studies	Business, Markets & Competition (BBS_5_BMC)	The unit seeks to understand the role of the firm as the principal institutional structure, organising production in a market economy. It enables students to understand the economic forces operating on firms and the theories that explain how firms	1	Friday 11-1 & 2-4 + seminars	5		Module Code and Timetable Updated
Business Studies	English and Management (MSF_2_EIM)	This unit aims to help students improve their English language skills in the context of management and human resources management.	1	Fridays 2-5	5	15	
Business Studies	International HRM (BBM_7_IHR)	HR practices vary according to the legal, cultural, and institutional environments in which they operate. Thus, in recent years, we have been able to identify contrasting approaches to HRM operating in different parts of the world. Increasingly, however,	1	Wednesday 3-5 and Thursday 3-5	6	15	Timetable Updated
Business Studies	Employment and Labour Markets (BBS_6_ELM)	This unit examines labour economics, and labour markets from a business perspective. It is designed to provide both a theoretical underpinning, and a practical understanding of the changing economic forces, and institutions, both micro and macro,	1	Wednesday 1-3	6	10	
Business Studies	Entrepreneurial Financial (BAF_6_ENF)	This unit aims to provide course members with the knowledge and skills needed to critically analyse financial information and use it in the relentless pursuit of opportunity which is an important element of entrepreneurship. This unit is discipline based and	1	Wednesdays 3-5	6	20	
Business Studies	Business Risk Management (BBS_6_BRM)	This unit provides an integrative overview of risk analysis and management within the context of the business enterprise drawing on functional areas of management of this topical and fast developing business area. By active use of case studies and	1	Thursday 9-1	6		Secondary Code BBM-6-BRM
Business Studies	Entertainment Industry Economics (BBS_6_EIE)	The entertainment industry is one of the fastest growing sectors in many economies and is in fact becoming one of most prominent globally as well, in movies, music, television programming, advertising, broadcasting, cable, casino gambling	1	Thursdays 11-1	6	10	

Business Studies	Management Economics (BBS_6_MEC)	This unit provides the essential tools for economic decision-making in business. It will provide students with an understanding of how economic theory and practice can inform managerial decisions and provide a range of tools for optimising the	1	Thursdays 9-11	6	10	
Business Studies	Training and Development (BBM_6_TAD)	This level six undergraduate unit, Training and Development, develops an evaluative understanding of theoretical and practical issues involved in the identification of training needs (ITN), designing, delivering and evaluating training interventions. This	1	Thursdays 11-1	6		
Business Studies	Techniques of Operational Research (BBS_6_TOR)	The unit examines some of the basic techniques of operational research and uses them to solve a range of problems typically needing to be solved by managers who need to make decisions. A variety of optimisation problems will be examined used a range	1	Thursdays 9-11	6	10	
Business Studies	Professional English (BBS_6_PEN)	This first semester unit aims to develop student's academic and business language skills towards being more professional and persuasive with specific reference to the demands of the course. Academic skills include academic writing for coursework, exams,	1	Thursdays 12-2	6	10	
Business Studies	Employee Relations Pathway (BBM_6_ERE)	The unit is focused on the study of the major processes, systems, and actors involved in the management of individual and collective aspects of the employment relationship. It interprets features of the employment relationship, such as different forms	1	Friday 9-1	6	20	
Business Studies	Multinational Firms and Global Trade (BBS_6_MFG)	This unit studies the role played by the multinational firm in the global trading system. It covers the theory of trade and foreign direct investment, the history of globalisation and the rise of the multinational company and the regulation of trade. The latter	1	Friday 1-4	6	20	
Business Studies	Technical Analysis and Market Psychology 1 (MFQ_3_318)	This unit provides a final year course that introduces students to the ever changing fields of technical analysis and market psychology within the wider field of money management. Particular emphasis is placed on the interpretation of market	2	Monday 1-5	6		Secondary Code BBM-6-TAM
Business Studies	Strategic Management (BBM_6_STM)	This Module provides a final year integrative course in strategic management and business policy. It is structured in relation to the three components of strategic management; firstly internal and external strategic analysis, secondly business and	B	Wednesday 9-1 (S1) Thursday 9-1 (S2)	6	20	??
Business Studies	Professional Practice and Organisational Behaviour (BBM_4_PPO)	The concept of Professional Practice enables diverse learners to work with their identities development process in the context of the classroom experience, especially in a rapidly changing and global world. This will inform the introduction of core theoretical	2	Monday 9-1	4	20	
Business Studies	Introduction to Business Law (BBS_4_IBL)	This unit provides the opportunity to study the general principles of Business Law that have a major impact in the business environment.	2	Fridays 11-1	4	10	Timetable Updated
Business Studies	Research Methods for Business and Management (BBS_5_RME)	Students studying business and management studies are required to undertake a research project in their final year as part of their degree programme. This unit serves as an introduction too the research process, and imparts the necessary knowledge	2	Mondays 10-2	5	20	
Business Studies	English in International Business (BBS_5_EIB)	This unit aims to develop students' awareness and competence in the use of English language in the context of international business. The focus will be on the development of language and communication skills appropriate to cross-cultural communication	1	Tuesdays 1-5	5	15	Timetable and Module Code Updated

Business Studies	Communications and Media (BBS_5_CAM)	The unit provides a comprehensive overview of global communications and media and their underlying technologies.	2	Thursday 9-1	5	15	Module Code and Timetable Updated
Business Studies	Advanced Business Law (BBS_5_ABL)	This unit provides the opportunity to develop the general principles of English business law as they relate to the provision of goods and services. The law relating to agency agreements, partnerships and corporation will also be considered.	2	Thursdays 1-5	5		
Business Studies	HRD for Diversity (BBM_5_HRD)	This unit introduces learners to critical HRD theories and thinkers in order to broaden their understanding of how diversity can be effectively utilised in organisational life. In the process learners gain insights into how the HRD process can be used as a	2	Thursday 10-2	5	15	Module Code
Business Studies	Sports Economics (BBS_5_SEC)	This unit introduces students to the economics of the sports industry, with special reference to the professional sports including club (team) and league sports. The focus of the unit is on the factors that distinguish the sports industries from most	2	Thursdays 9-1	5	20	
Business Studies	Work Life Balance (BBM_5_WLB)	The unit examines a key HR issue of contemporary business- the achievement of work/life balance. It considers the emergence of the issue as a business problem and the consequences of imbalance for various stakeholders (employers, employees, the	2	Friday 10-2	5	15	
Business Studies	Developing People for Performance (MHR_3_DPP)	The level 3 undergraduate unit Developing People for Performance develops an understanding of theoretical and practical issues in the of learning, development and performance management of employees and their contribution to	2	Monday 10-2	6	15	
Business Studies	Working with Identity (BBM_6_WID)	The course will focus on a diverse range of issues concerned with identity within the workplace through the exploration of new and exciting perspectives on organisations and individuals within organisations. The content will build on	2	Monday 6-9	6	15	
Business Studies	Small Business Planning and Strategy (IHS_3_423)	The purpose of the unit is to introduce students to the concept of small business planning, management and strategy. Highlighted are the differences in the planning and decision making processes between small and large enterprises. The unit	2	Tuesday 10-1	6	15	
Business Studies	Principles of Employment Law (BBM_6_PEL)	This unit intends to introduce students to the principles and dynamics of contemporary employment law, based on theoretical framework and legal principles as well as emerging perspectives. It develops in students an awareness of the	2	Tuesday 10-1	6	15	
Business Studies	Life Career Development (BBM_6_LCD)	The Life Career Development unit uses a theoretical framework to consider the process of an individual's personal and career development within their wider social context. The unit will be of particular interest to those intending to specialise in HRM, as it	2	Tuesday 11-2	6	15	
Business Studies	Transformational Diversity Leadership (BBM_6_TDL)	The unit is offered as an option to those learners who desire to <i>begin the process</i> of becoming effective life-long/vertical learners. These outcomes will be achieved through the use of autobiographical texts and personal inquiry aimed at perspective	1	Thursday 9-1	6	10	
Finance	Business Environment (BIF_4_BEN)	In a dynamic business environment, the information systems and the strategies for using them change rapidly, however, the underlying principles remain the same. The introduction to the business systems environment attempts, by way of studying	2	Monday 3-5 + Seminars Tuesday 9-10	4		

Finance	Professional Accountant in Business (BBM_4_PAB)	This unit is designed to provide students with the opportunity to recognise and develop a range of skills relevant to both their academic study and to their future employment. The input from this unit will contribute to an understanding of the role of the	1	Tuesdays 12-4	4	10	
Finance	Management accounting and control (BAF_6_MAC) (Clashes With London: City OF Change Module)	This unit is aimed at developing knowledge and skills in the application of management accounting techniques to quantitative and qualitative information for planning, decision making, performance evaluation and control.	1	Monday 1-5	6	20	
Finance	Auditing for Today's Business (BAF_6_ATB)	This unit will examine the nature and purpose of the external audit process as well as examining corporate governance and social and environmental auditing	1	Tuesday 9-12	6	20	No Timetable Available On Blackboard
Finance	Statistical Techniques for Business and Finance (BBS_6_STB)	Students in Business Studies require a good grasp of quantitative (mainly statistical) skills and techniques to analyse and summarise business data, and to understand reports and published material where statistical/quantitative methods have	1	Wednesday 9-2	6	20	Module Code and Timetable Updated
Finance	Economics of the European Union (BBS_6_EEU)	This unit analyses the process of economic integration taking place within Europe, especially within the European Union. Particular emphasis is given to EU policies and their economic effects	1	Thursday 11-2	6	10	
Finance	Optimisation Techniques and Methods (BBS_6_OTM)	This unit introduces and makes use of, analytical and numerical techniques and methods for finding possible optimal solutions to business and financial problems cast in an unconstrained, constrained and strategic environment. This unit covers three	1	Friday 9-1	6	20	Module Code and Timetable Updated
Finance	Corporate Finance (BAF_6_COF)	The unit focuses on three strategically-defined areas of corporate financial decision-making: the investment decision, the financing decision and the dividend decision. It examines theories and ideas that form the core of the contemporary understanding of	1	Friday 9-1	6		
Finance	English in Finance (BBS_4_EIF)	The unit aims to enhance students' awareness and competence in the use of English language in the study and practice of finance, in UK and global contexts. The focus will be on the analysis and production of financial texts taken from a range of	2	Tuesdays 10-3	4	20	Timetable Updated
Finance	Development Process and Finance (UEL_5_DPF)	This module examines the process of development, from inception of a scheme to construction and into use. It explores the economic rationale for development, financial appraisal of development projects, betterment and the mechanisms for	2	Wednesday 2-5	5	20	
Finance	Fundamentals of Accounting (BAF_4_FOA)	This unit introduces the basics of financial accounting, and assumes no prior knowledge of the subject. It is directed at the understanding of accounting statements and the mechanics of their preparation. It also provides the foundation for later	2	Tuesday 1-5	4	10	Timetable Updated
Finance	English for Accounting and Law (BBS_4_EAL)	The unit aims to enhance students' awareness and competence in the use of English language in the study and practice of accountancy and law, mainly in the UK context. The focus is on the analysis and simulation of accounting and legal texts taken	2	Wednesdays 9-11	4	10	Just been inputted
Finance	Quantitative Literacy (BBS_4_QLI)	The Unit examines a range of ways of handling, analysing and presenting numerical information. The underlying theme is to look at numerical data in a variety of forms, to determine the 'story' that this data is telling and to tell that 'story' to others.	2	Thursday 9-1 & 1-5	4	20	

Finance	Introduction to Financial Management (BAF_5_IFM)	The unit deals with the theory and techniques of financial decision making in key areas such as the capital, and working capital management. It aims to provide a foundation in finance for students aspiring to accountants or finance professionals, and	2	Wednesdays 9-1	5	20	
Finance	Developing Human Resources (BBM_5_DHR)	DHR an integrated and comprehensive unit that explores the role of the employee development with the dynamics of the organisation. Learners study national frameworks for workforce development in different countries; identifies the role of learning	2	Wednesdays 10-2	5		
Finance	Macroeconomic Environment of Business (BBS_5_MEB)	The aim of this unit is to provide students with a knowledge and understanding of the macro-economic environment confronting business with specific reference to the United Kingdom. The unit builds on the <i>Business Economics</i> unit studied at level one to	2	Wednesday 9-1	5	20	Module Code Updated
Finance	Analytical Decision Making (MQU_3_100)	The Unit examines some of the techniques of Management Science and uses them to solve a range of problems typically needing to be solved by managers who need to make decisions. The techniques used include those used in dynamic	2	Monday 9-12	6	15	??
Finance	International Financial Markets (BIS_3_IFM)	This unit analyses the increasing integration of international finance markets, its impact on the national economy and the way in which governments have responded to this situation.	2	Friday 9-11	6	15	??
Finance	Performance Management (MAC_3_PMS)	The unit builds upon the cost and management accounting principles, conventions and practices ascertained in the MAS unit and covers the analysis and presentation of cost information for planning, control and decision-making. It includes budgeting, and	2	Friday 9-12	6	15	??
Information Systems	Organisations, Systems and People (BBS_5_OSP) (Clashes With London: City Of Change Module)	Information is approached as one of the major essential resources available to an organisation which must be managed alongside, & impacts on, the other resources. Its coverage extends to issues of systems development & design within	1	Monday 10-2	5		Module Code and Timetable Updated
Information Systems	Website Development: A Business Focus (BBS_5_WEB)	The unit focuses on business related Internet and website development and is aimed at Business Studies students. It covers broad issues relating to the Internet community and websites, search engines and their use in a business	1	Fridays 9-1	5		Module Code and Timetable Updated
Information Systems	Business, Markets & Competition (BBS_5_BMC)	The unit seeks to understand the role of the firm as the principal institutional structure, organising production in a market economy. It enables students to understand the economic forces operating on firms and the theories that explain how firms	1	Friday 11-4	5		Module Code and Timetable Updated
Information Systems	Survey Sampling (ISS_3_436)	The Unit combines an investigation of the theory behind a variety of sampling methods commonly used in both academic and commercial research. This is combined with a practical approach to the preparation, conduct, analysis and reporting of a large	1	Tuesday 1-4	6		??
Information Systems	Business Risk Management (BBS_6_BRM)	This unit provides an integrative overview of risk analysis and management within the context of the business enterprise drawing on functional areas of management of this topical and fast developing business area. By active use of case studies and	1	Thursday 9-1	6		Secondary Module Code BBS_6_BRM and Timetable Updated.
Information Systems	The Management of Information Systems for Strategic Advantage (BBS_6_MIS)	This unit places emphasis on the management of information systems within a global context. The unit will focus upon the use of information systems within business to gain strategic advantages over competitors.	1	Friday 12-3	6	20	

Information Systems	Communications and Media (BBS_5_CAM)	The unit provides a comprehensive overview of global communications and media and their underlying technologies.	2	Thursday 9-1	5	20	Module Code and Timetable Updated
Information Systems	E-Business (BBS_5_EBU)	This unit examines the business and technology concepts and fundamentals underlying e-Business – from an organisational and management perspective. Not only will the technologies needed to create industrial solutions for e-Business be explored	2	Friday 1-5	5		Module Code and Timetable Updated
Information Systems	Technologies in E-Business (BIS_3_TEB)	This Unit provides an overview of the Technologies used in an Electronic Business from the small firm to the Internet enterprise. Students will be encouraged to explore these technologies from a company-wide perspective, giving a full and considered analysis	2	Monday 10-1	6	15	??
Information Systems	Small Business Planning and Strategy (IHS_3_423)	The purpose of the unit is to introduce students to the concept of small business planning, management and strategy. Highlighted are the differences in the planning and decision making processes between small and large enterprises. The unit	2	Tuesday 10-1	6	15	??
Information Systems	Business Analysis and the Management of Change (BBS_6_BAM)	The unit focuses directly on the modelling of business requirements, specifically using object oriented approaches, with an understanding of the associated dynamics of change management within organisations. As such, the unit leads	2	Wednesday 12-3	6	15	Timetable Updated
Marketing	The Marketing Environment (BBS_4_TME) (Clashes With London: City Of Change)	The unit examines the marketing environment emphasising its economic and measurement aspects. Its is designed to enable students to understand microeconomic forces operating on marketing decisions makers, some of the numerical and	1	Mondays 1-5	4	20	
Marketing	Business Systems: An Introductory Marketing Perspective (BBS_4_BMP)	This unit covers interrelated areas concerning information systems and technology. The emphasis will be on the importance of information systems in the marketing environment. Office automation, databases, networking, and the internet, social	1	Tuesdays 10 - 2	4	20	
Marketing	Practical Introduction To Marketing (BBM_4_MK1)	A Practical Introduction to Marketing will introduce students to the theory and practices of marketing whilst developing a level of competency in a range of practical skills. Students will be introduced to the basic principles of marketing thus gaining a	B	Wednesday 10-2	4	20	
Marketing	Supply Chain Management and Logistics (BBM_5_SCM)	This unit seeks to provide a profound and clear understanding of Supply Chain Management and Logistics and it operates in the practice in order to enhance value to customer. Students are introduced to supply chain Concepts and strategy and also learn	1	Wednesdays 10-3	5	20	
Marketing	Introduction to Marketing (BBM_4_ITM)	The unit introduces students to the theories and practices of marketing; providing an underpinning in the subject of marketing for further studies at levels 2 and 3. It acts as an introduction to the basic principles of marketing from which other units can	1	Fridays 12-4	4	20	
Marketing	Consumer and Buyer Behaviour (BBM_5_CBB)	The field of consumer behaviour is a dynamic discipline, which many regard as an applied social science. Accordingly, the value of the knowledge generated should be judged in terms of its ability to improve the effectiveness of marketing practice.	1	Thursday 1-5	5		Module Code and Timetable Updated
Marketing	Accounting for Marketers (BAF_4_AMF)	This unit introduces the basics of financial accounting for marketers, and assumes no prior knowledge of the subject. It is directed at the understanding of accounting statements and the mechanics of their preparation. It also provides the foundation for	2	Tuesdays 10-3	4	20	Module Code and Timetable Updated

Marketing	Advertising and Promotion (BBM_5_AAP)	This unit is designed to educate students about the specialist role of advertising and promotion in the business world and to enable them to experience a simulated business assignment in as realistic a manner as is possible. The unit would prove a good	2	Wednesday 1 - 5	5		Timetable Updated
Marketing	Integrated Marketing Communications (BBM_5_IMC)	This unit is intended to provide BA Marketing, Combined Honours and Arts Management students with an insight into the theory and practice of Marketing Communications as an integrated discipline. It covers the broad range of methods companies	2	Thursdays 11-3 or 1-5	5	20	
Marketing	Marketing Management and Strategy (BBM_5_MMS)	For most organisations, marketing is the single most important determinant of success. Marketing is a management philosophy. It recognises that the success of an organisation depends on meeting customers' present and future needs & wants more	2	Tuesday 1-5	5	20	Module Code and Timetable Updated
Marketing	Marketing Ethics and Law (BBM_5_MEL)	This unit will investigate the relationship between law and ethics identifying areas of controversy where ethical issues surface. To achieve this students will be introduced to fundamental principles of ethics and ethical reasoning so that they can debate ethical	2	Fridays 10-2	5	20	
Marketing	Retail Marketing (BBM_5_REM)	This is an optional unit exploring the marketing functions of retail organisations building upon the knowledge gained in the Service Marketing Unit. It will provide the student with an understanding of the integral nature of marketing within the retail sector by	2	Fridays 11-3	5	15	Module Code Updated
Marketing	Marketing Research (BBM_5_MRE)	The main aim of this unit is to provide students with the general theoretical knowledge, the analytical techniques and practical skills related to Marketing Research; and to develop the students' abilities to plan, carry out and produce high quality Marketing	1 & 2	Friday 9-1 (S1); Tuesday 11-3 or 1-5 (S2)	5	20	
Marketing	International Marketing (BBM_6_INM)	Trends towards free trade, economic integration, highly developed communications and technology, and the opening up of economies previously closed to the World have resulted in national economies becoming inextricably linked. National	1 & 2	Thursday 1-5 (S1); Thursday 2-6 (S2)	6	20	
Marketing	Public Relations (BBM_6_PRE)	This course covers the basic principles, processes and applications of Public Relations Management and Practice. It looks at the role of PR as part of Integrated Marketing Communications within the marketing function. The unit focuses	2	Wednesday 2-5	6	15	Module Code and Timetable Updated
Marketing	Direct Marketing (MKS_6_DMK)	As a single unit it provides a thorough understanding of the concepts and skills required of direct marketing in today's competitive marketing environment. The unit examines direct marketing theories and practice, and will introduce the key	1	Thursday 10-1	6		Timetable Updated
Marketing	Social Marketing Strategy (BBM_7_SM2)	Social marketing is defined as the use of marketing principles to influence human behaviour in order to benefit society. This unit is therefore concerned with the role of marketing as a strategic tool for civil society organisations emphasising the importance of	2	Thursdays 11-1	6		