

# 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]

#### Note:

Continuing Students : January intake continuing students are required to register only for January semester courses

now. Registration for September semester can be done when the registration opens in August

**2024** for academic year **2024/25**.

New Students : January Intake new students are required to register for both January and May Semester now.

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### BSc Psychology with Management

Programn	ne Name	:	BSc Psychology with M	anagement				
Programn	ne Code	:	C913-PWM					
Study mo	de		FULL TIME					
			Key Conta	cts				
Designati	on	N	ame		Co	ntact Detail	S	
Programn	ne Director	Di	r Minu Mathews		M	.Mathews@	hw.ac.uk	
Dissertati	on Coordinator	Di	r Pik Ki Ho		Р.	Ho@hw.ac.u	ık	
Course	Course Title			Mandator	ry	Year	Semester	Semester
Code				/Optional				Dates
			New Stude	.1103				
			Year 1					
	Janua	ry S	Year 1 emester – 3 Mandatory	and 1 Option	al (	Course(s)		
C97NZ	Janua Introduction to Psycholog			and 1 Option  Mandato		Course(s)	January	Jan 2024
C97NZ C97RE		y 2	emester – 3 Mandatory		ry		January January	Jan 2024
	Introduction to Psycholog	y 2	emester – 3 Mandatory	Mandato	ry ry	1	· · · · · ·	to
C97RE	Introduction to Psycholog Research Methods and Ar	y 2	emester – 3 Mandatory	Mandato Mandato	ry ry ry	1 1	January	
C97RE C17PS	Introduction to Psycholog Research Methods and Ar Becoming a Professional	y 2	emester – 3 Mandatory	Mandato Mandato Mandato Optiona	ry ry ry I	1 1 1	January January	to
C97RE C17PS	Introduction to Psycholog Research Methods and Ar Becoming a Professional	y 2 alys	emester – 3 Mandatory is 2  May Semester – 4 Man	Mandato Mandato Mandato Optiona	ry ry ry I <b>es</b>	1 1 1	January January	to Apr 2024
C97RE C17PS C17DB	Introduction to Psycholog Research Methods and Ar Becoming a Professional Discovering Business	y 2 alysi	emester – 3 Mandatory is 2  May Semester – 4 Man	Mandator Mandator Mandator Optiona datory Course	ry ry ry I <b>es</b> ry	1 1 1 1	January January January	to Apr 2024  May 2024
C97RE C17PS C17DB	Introduction to Psycholog Research Methods and Ar Becoming a Professional Discovering Business  Management in a Global C	y 2 alysi	emester – 3 Mandatory is 2  May Semester – 4 Man ext	Mandator Mandator Mandator Optiona datory Course Mandator	ry ry I es ry	1 1 1 1	January January January May	to Apr 2024

# BSc Psychology

Programm	e Name	:	BSc Psychology					
Programm		:	C912-PSY					
Study mod			FULL TIME					
Study Mod		•	Key Contacts					
Designation	n	N	ame		(	Contact Details		
Programm	e Director	D	r Minu Mathews		N	И.Mathews@h	w.ac.uk	
Dissertatio	n Coordinator	D	r Pik Ki Ho		F	P.Ho@hw.ac.uk	<u> </u>	
Course Code	Course Title			Mandato /Optiona		Year	Semester	Semester Dates
			New Student					
			Year 1					
	Januar	y S	emester – 3 Mandatory ar	nd 1 Option	nal	Course(s)		
C97NZ	Introduction to Psychology	2		Mandato	ry	1	January	12024
C97RE	Research Methods and Ana	llys	is 2	Mandato	ry	1	January	Jan 2024
C17PS	Becoming a Professional			Mandato	ry	1	January	to Apr 2024
C17DB	Discovering Business			Optiona	al	1	January	Αρι 2024
			May Semester – 4 Manda	tory Cours	es			
C17EB	Management in a Global Co	ont	ext	Mandato	ry	1	May	NA 2024
C97NY	Introduction to Psychology	1		Mandato	ry	1	May	May 2024
C97RM	Research Methods and Ana	llys	is 1	Mandato	ry	1	May	to August 2024
C97SP	Academic Skills in Psycholo	gy		Mandato	ry	1	May	August 2024
Note: Upo	n successful completion of th	ie Y	ear 1, please follow the Se	ptember Ir	nta	ke Guide for fo	ollowing year	of studies.

### MA [Hons] / BA Accountancy & Finance

Programm	e Name	:	MA [Hons] / BA Accounta	ncy & Fina	nce	9		
Programm	e Code	:	C31M-ACF / C311-ACF					
Study mod	е	:	FULL TIME					
			Key Contacts					
Designation	n	N	ame		C	ontact Details		
Programm	e Director	Dı	Sunita Mathur		S	unita.Mathur(	@hw.ac.uk	
Dissertatio	n Coordinator	Di	Rofayda ElHout		<u>R</u>	.ElHout@hw.a	ıc.uk	
Course Code	Course Title			Mandato /Optional		Year	Semester	Semester Dates
			New Student					
			Year 1					
	1			ad A Flacti		Carrage (a)		
64700		ry S	emester – 3 Mandatory a			1 .		T
C17DB	Discovering Business			Mandato		1	January	_
C17PS	Becoming a Professional			Mandato	<u> </u>	1	January	Jan 2024
C27EC	The Economy			Mandato	ry	1	January	to
E17FM	Fashion Marketing & Mana	ger	nent	Elective	<u>)</u>	1	January	Apr 2024
D47HC	Human Geography & The C	ity		Elective	9	1	January	Αρι 2024
C97NZ	Introduction to Psychology	2		Elective	<u>;</u>	1	January	
			May Semester – 4 Manda	tory Cours	es			
C17MK	Introduction to Marketing			Mandato	ry	1	May	NA 2024
C17EB	Management a Global cont	ext		Mandato	ry	1	May	May 2024
C37AF	Introduction to Accountance	су а	nd Finance	Mandato	ry	1	May	to
C67AS	Academic Skills			Mandato	ry	1	May	August 2024
Note: Upo	n successful completion of th	ie Y	ear 1, please follow the Se	ptember In	ıtal	ke Guide for fo	ollowing year	of studies.

### MA [Hons] / BA Business and Finance

gramme N	Name	:	MA [Hons] / BA Business	and Financ	ce			
gramme C	Code	:	C37M-BUF / C371-BUF					
dy mode		:	FULL TIME					
			Key Contacts					
ignation		Na	ame		Contact [	)etail:	S	
gramme D	Director	Dr	<sup>r</sup> Zakiya Abdul Samad		z.samad@	စ္စhw.a	ıc.uk	
ertation C	Coordinator	Ro	ofayda ElHout		R.ElHout	@hw.	ac.uk	
irse le	Course Title			Mandator /Optional	y Year		Semester	Semester Dates
			New Student					
			Year 1					
	Janua	rv S	semester – 3 Mandatory ar	nd 1 Electiv	e Coursels	5)		
DB	Discovering Business		,	Mandato		•	January	
	Becoming a Professional			Mandato	y 1		January	1
EC	The Economy			Mandato	γ 1		January	Jan 2024
FM	Fashion Marketing & Mar	nage	ement	Elective	1		January	to Apr 2024
'HC	Human Geography & The	City	/	Elective	1		January	Αρι 2024
NZ	Introduction to Psycholog	y 2		Elective	1		January	
			May Semester – 4 Manda	tory Course	es			
MK	Introduction to Marketing	3		Mandato	γ 1		May	14. 2024
EB	Management a Global cor	ntex	κt	Mandato	γ 1		May	May 2024
AF	Introduction to Accounta	ncy	and Finance	Mandato	γ 1		May	to August 2024
AS	Academic Skills			Mandato	γ 1		May	August 2024
AF AS	Introduction to Accountage Academic Skills	ncy		Mandator Mandator	ry 1 ry 1		May May	

#### Bachelor of Business Administration [Hons]

Programme	Name	:	Bachelor of Business Admin	istration [Hons]			
Programme	Code	:	C1BA-BBA				
Study mode	9	:	FULL TIME				
			Key Co	ntacts			
Designation	า	N	ame	<b>Contact Details</b>	;		
Programme Director Dr Steven Glasgow				S.Glasgow@hw	ı.ac.uk		
Dissertation Coordinator Dr Sean Lochrie				s.lochrie@hw.a	ıc.uk		
Course Code	Course Title			Mandatory/ Optional	Year	Semester	Semester Dates
			New Stu	udents			
			Yea	r 1			
			January Semester – 3 Mandat	ory and 1 Electi	ve Course	<u>(s)</u>	
C17DB	Discovering Busin	es	S	Mandatory	1	January	
C17PS	Becoming a Profe	ssi	onal	Mandatory	1	January	Jan 2024
C27EC	The Economy			Mandatory	1	January	to
E17FM	Fashion Marketin	g 8	& Management	Elective	1	January	Apr 2024
D47HC	Human Geograph	y 8	& The City	Elective	1	January	7.01.2021
C97NZ	Introduction to Ps	Syc	hology 2	Elective	1	January	
			May Semester – 4 N	landatory Cours	es		_
C17MK	Introduction to M	lar	keting	Mandatory	1	May	May 2024
C17EB	Management a G	lok	oal context	Mandatory	1	May	May 2024 to
C37AF	Introduction to A	ccc	ountancy and Finance	Mandatory	1	May	- August 2024
C67AS	Academic Skills			Mandatory	1	May	, lugust 2024

Note: Upon successful completion of the Year 1, please follow the September Intake Guide for following year of studies.

#### **Direct Entry and Continuing Students**

	Year	2			
	January Semester – 2 Mandato	ory and 2 Optio	nal Course	es	
C18OP	Operations Management	Mandatory	2	January	
C18BS	Business Skills for the Second Machine Age	Mandatory	2	January	
C18OB	Organisational Behaviour	Optional	2	January	Jan 2024
C38FM	Financial Markets Theory	Optional	2	January	to
C18CB	Consumer Behaviour	Optional	2	January	Apr 2024
C18TP	Enterprise: Concepts and Issues	Optional	2	January	
C38MO	Management Accounting in Orgs	Optional	2	January	
	September Semester –	4 Optional Cou	rses		
C18FM	Fundamentals of Marketing	Optional	2	September	62024
C38PF	Personal Finance	Optional	2	September	Sep 2024
C38SE	Social and Environmental Accounting	Optional	2	September	To Dec 2024
C18HM	Human Resource Management	Optional	2	September	DEC 2024

C48IB	Intercultural Issues in Bus and Man	Optional	2	September	
F78QT	Quantitative Methods	Optional	2	September	
17001	Year	•	<u>-</u>	September	
	January Semester – 2 Mandato		nal Course	es	
C19BU	Strategic Management	Mandatory	3	January	
C19RH	Business Research Methods	Mandatory	3	January	
C19BA	Business Analysis and Consulting	Optional	3	January	Jan 2024
C19IN	Innovation Management	Optional	3	January	to
C19MC	Integrated Marketing Comms	Optional	3	January	Apr 2024
C19LO	Leading in Organisations	Optional	3	January	·
C39SN	Financial Derivatives	Optional	3	January	
	September Semester –	4 Optional Cou	irses	,	
C19BV	Business Venturing	Optional	3	September	
C19PT	Project Management	Optional	3	September	
C19RT	Resourcing and Talent Management	Optional	3	September	6 2024
C19LS	Logistics and Supply Chain Management	Optional	3	September	Sep 2024
C39CN	Mergers and Acquisitions	Optional	3	September	to Dec 2024
C39MT	Management Accounting Techniques & Decisions	Optional	3	September	Dec 2024
C39SM	Inter Bond and Currency Mark	Optional	3	September	
	Year o	4			
	January Semester – 4 (	Optional Course	e(s)		
C10HE	Management Dissertation 2	Mandatory	4	January	
C10GT	Global Business Analysis 2: Global Trends and	Mandatory	4	January	
	Risks				
C30IY	International Accounting	Optional	4	January	Jan 2024
C10DI	Diversity Management	Optional	4	January	to
C10DM	Digital Marketing	Optional	4	January	Apr 2024
C10SM	Marketing & Management of SMEs	Optional	4	January	
СЗОНҮ	Corporate reporting	Optional	4	January	
C30SY	Equity Markets and Fund Management	Optional	4	January	
CARLID	September Semester – 2 Manda				
C10HD	Management Dissertation 1	Mandatory	4	September	
C10IB	Global Business Analysis 1: International Markets	Mandatory	4	September	
C10IE	and Strategy International Entrepreneurship	Ontional	1	Contombor	Sep 2024
C10IE C10LM	·	Optional	4	September	То
	Leisure Marketing	Optional	4	September	Dec 2024
C10MB	Managing Business Performance	Optional	4	September	
C30CX C30MX	Agency Theory and Corporate Governance  Managerial Accounting-Decision making	Optional	4	September	
		Optional	4	September	

#### Bachelor of Business Administration

Dadilelo	1 Of Business / turi		noti delon				
Programme	e Name	:	Bachelor of Business Admini	stration			
Programme	e Code	:	C1BB-BBA				
Study mode	9	:	FULL TIME				
			Key Contacts	5			
Designation	n	Ν	ame	<b>Contact Details</b>			
Programme Director			r Steven Glasgow	S.Glasgow@hw	.ac.uk		
Dissertation	n Coordinator	D	r Sean Lochrie	s.lochrie@hw.a	c.uk		
Course Code	Course Title			Mandatory/O ptional	Year	Semester	Semester Dates
			New Studen	ts			
			Year 1				
	Ja	nu	ary Semester – 3 Mandatory a	nd 1 Elective Cou	rse(s)		
C17DB	Discovering Business			Mandatory	1	January	_
C17PS	Becoming a Profession	al		Mandatory	1	January	Jan 2024
C27EC	The Economy			Mandatory	1	January	to
E17FM	Fashion Marketing & N			Elective	1	January	Apr 2024
D47HC	Human Geography & T	he	City	Elective	1	January	, .p. 2021
C97NZ	Introduction to Psycho	log	gy 2	Elective	1	January	
			May Semester – 4 Manda	tory Courses			
C17MK	Introduction to Marke	tin	g	Mandatory	1	May	May 2024
C17EB	Management a Global	со	ntext	Mandatory	1	May	to
C37AF	Introduction to Accour	nta	ncy and Finance	Mandatory	1	May	August 2024
C67AS	Academic Skills			Mandatory	1	May	7.05031.2024

Note: Upon successful completion of the Year 1, please follow the September Intake Guide for following year of studies.

#### **Direct Entry and Continuing Students**

	Year 2				
	January Semester – 2 Mandatory an	d 2 Optional Co	urses		
C18OP	Operations Management	Mandatory	2	January	
C18BS	Business Skills for the Second Machine Age	Mandatory	2	January	
C18OB	Organisational Behaviour	Optional	2	January	Jan 2024
C38FM	Financial Markets Theory	Optional	2	January	to
C18CB	Consumer Behaviour	Optional	2	January	Apr 2024
C18TP	Enterprise: Concepts and Issues	Optional	2	January	
C38MO	Management Accounting in Orgs	Optional	2	January	
	September Semester – 4 Opt	tional Courses			
C18FM	Fundamentals of Marketing	Optional	2	September	62024
C38PF	Personal Finance	Optional	2	September	Sep 2024
C38SE	Social and Environmental Accounting	Optional	2	September	To Dec 2024
C18HM	Human Resource Management	Optional	2	September	Dec 2024

C48IB	Intercultural Issues in Bus and Man	Optional	2	September	
F78QT	Quantitative Methods	Optional	2	September	
	Year 3				
	January Semester – 2 Mandatory Cours	ses and 2 Optiona	al Course	s	
C19BU	Strategic Management	Mandatory	3	January	
C19RH	Business Research Methods	Mandatory	3	January	
C19BA	Business Analysis and Consulting	Optional	3	January	Jan 2024
C19IN	Innovation Management	Optional	3	January	to
C19MC	Integrated Marketing Comms	Optional	3	January	Apr 2024
C19LO	Leading in Organisations	Optional	3	January	
C39SN	Financial Derivatives	Optional	3	January	
	September Semester – 4 Op	otional Courses			
C19BV	Business Venturing	Optional	3	September	
C19PT	Project Management	Optional	3	September	
C19RT	Resourcing and Talent Management	Optional	3	September	Can 2024
C19LS	Logistics and Supply Chain Management	Optional	3	September	Sep 2024 to
C39CN	Mergers and Acquisitions	Optional	3	September	Dec 2024
C39MT	Management Accounting Techniques & Decisions	Optional	3	September	DCC 2024
C39SM	Inter Bond and Currency Mark	Optional	3	September	

# MA [Hons] /BA International Business Management Programme Name : MA [Hons] /BA International Business Management

	ne Name	: MA [Hons] /BA Inte		s Managemei	nt	
Programn		: C1GM-IBM/C1GN-IE	BN			
Study mo	de	: FULL TIME				
		Key Con				
Designati	on	Name		Contact Detai	ls	
Programn	ne Director	Dr Ritu Sehgal		R.Sehgal@hw	ac.uk	
Dissertati	on Coordinator	Dr Sean Lochrie		s.lochrie@hw	ac.uk	
Course Code	Course Title		Mandatory /Optional	y Year	Semester	Semester Dates
		New Stu	ıdents			
		Year				
	Janua	ry Semester – 3 Mandato	ory and 1 Elective	e Course(s)		
C17DB	Discovering Business		Mandatory	/ 1	January	
C17PS	Becoming a Professional		Mandatory	/ 1	January	] , , , , , , ,
C27EC	The Economy		Mandatory	/ 1	January	Jan 2024
E17FM	Fashion Marketing & Mana	gement	Elective	1	January	to - Apr 2024
D47HC	Human Geography & The C	City	Elective	1	January	Apr 2024
C97NZ	Introduction to Psychology	2	Elective	1	January	1
		May Semester – 4 M	landatory Course	S		
C17MK	Introduction to Marketing		Mandatory	/ 1	May	NA 2024
	Management in a Global co	ontext	Mandatory Mandatory	<u> </u>	May May	
C17EB	-			, 1		May 2024 to
C17EB C37AF	Management in a Global co		Mandatory	1 1	May	to
C17EB C37AF C67AS	Management in a Global co	cy and Finance	Mandatory Mandatory Mandatory he September Int	1 1 1 1 1 ake Guide for	May May May	to - August 202
C17EB C37AF C67AS	Management in a Global co Introduction to Accountant Academic Skills on successful completion of th	cy and Finance ne Year 1, please follow the Direct Entry and Con	Mandatory Mandatory Mandatory he September Inte	1 1 1 1 1 1 ake Guide for	May May May	to - August 202
C17EB C37AF C67AS Note: Upo	Management in a Global co Introduction to Accountant Academic Skills on successful completion of the	ey and Finance ne Year 1, please follow the Direct Entry and Col	Mandatory Mandatory Mandatory he September Intending Studer  2  ory and 1 Optiona	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	May May May	to - August 2024
C17EB C37AF C67AS Note: Upo	Management in a Global construction to Accountant Academic Skills  on successful completion of the Januar Operations Management	cy and Finance ne Year 1, please follow the Direct Entry and Con Year ry Semester – 3 Mandato	Mandatory Mandatory Mandatory he September International Studer  2 bry and 1 Optional Mandatory	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	May May May following year of	to August 2024  of studies.
C17EB C37AF C67AS  Note: Upo	Management in a Global co Introduction to Accountant Academic Skills  on successful completion of the  Januar  Operations Management Business Skills for the Seco	cy and Finance  ne Year 1, please follow the Prect Entry and Control  Year ry Semester – 3 Mandato  nd Machine Age	Mandatory Mandatory Mandatory he September Intending Studer  2  bry and 1 Optional Mandatory Mandatory	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	May May May  May  following year of  January  January	to August 202  of studies.  Jan 2024
C17EB C37AF C67AS Note: Upo	Management in a Global control Introduction to Accountant Academic Skills  on successful completion of the Januar Operations Management Business Skills for the Secont Enterprise: Concepts and Issue Interprise: Concept	cy and Finance  ne Year 1, please follow the Prect Entry and Control  Year ry Semester – 3 Mandato  nd Machine Age	Mandatory Mandatory Mandatory he September Intended ntinuing Studer  2 ory and 1 Optiona Mandatory Mandatory Mandatory Mandatory	1	May May May May  following year of  January January January January	to August 2024  Jan 2024
C17EB C37AF C67AS  Note: Upo C18OP C18BS C18TP C18OB	Management in a Global co Introduction to Accountant Academic Skills  on successful completion of the  Januar  Operations Management Business Skills for the Seco	cy and Finance  ne Year 1, please follow the Prect Entry and Control  Year ry Semester – 3 Mandato  nd Machine Age	Mandatory Mandatory Mandatory he September International Studer  2  bry and 1 Optional Mandatory Mandatory Mandatory Optional	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	May May May  May  following year of  January  January	to August 2024
C17EB C37AF C67AS  Note: Upo C18OP C18BS C18TP C18OB	Management in a Global control Introduction to Accountant Academic Skills  In successful completion of the Januar Operations Management Business Skills for the Seconterprise: Concepts and Is Organisational Behaviour Consumer Behaviour	cy and Finance  ne Year 1, please follow the Prect Entry and Control  Year ry Semester – 3 Mandato  nd Machine Age	Mandatory Mandatory Mandatory he September Intending Studer  2 bry and 1 Optional Mandatory Mandatory Mandatory Optional Optional	1	May May May May  May  January January January January January	to August 2024  Jan 2024
C17EB C37AF C67AS  Note: Upo C18OP C18BS C18TP C18OB C18CB	Management in a Global control Introduction to Accountant Academic Skills  In successful completion of the Successful Skills for the Secont Enterprise: Concepts and Is Organisational Behaviour  Consumer Behaviour  Septem	Direct Entry and Con Year Ty Semester – 3 Mandato Machine Age Ssues  ber Semester – 2 Manda	Mandatory Mandatory Mandatory he September International Student  2	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	May May May May  May  January  January  January  January  January  January  January  January	to August 202  of studies.  Jan 2024 to
C17EB C37AF C67AS  Note: Upo C18OP C18BS C18TP C18OB C18CB	Management in a Global control Introduction to Accountant Academic Skills  In successful completion of the Successful Skills for the Secont Enterprise: Concepts and Istory Consumer Behaviour  Septemin Fundamentals of Marketing	Direct Entry and Cor Year Ty Semester – 3 Mandato and Machine Age sues	Mandatory Mandatory Mandatory he September International Studer  2 bry and 1 Optional Mandatory Mandatory Mandatory Optional Optional Story and 2 Optional Mandatory	1	May May May May  May  May  September	to August 202  of studies.  Jan 2024 to Apr 2024  Sep 2024
C17MK C17EB C37AF C67AS  Note: Upo C18OP C18BS C18TP C18OB C18CB  C18FM C18HM C48IB	Management in a Global control Introduction to Accountant Academic Skills  In successful completion of the Successful Skills for the Secont Enterprise: Concepts and Is Organisational Behaviour  Consumer Behaviour  Septem	Direct Entry and Con Year Ty Semester – 3 Mandato Machine Age Ssues  ber Semester – 2 Manda Genent	Mandatory Mandatory Mandatory he September International Student  2	1	May May May May  May  January  January  January  January  January  January  January  January	to August 2024  Jan 2024  to Apr 2024

	Year 3								
	January Semester – 3 Mandatory a	nd 1 Optional (	Course(s)						
C19BU	Strategic Management	Mandatory	3	January					
C19RH	Business Research Methods	Mandatory	3	January	1 2024				
C19LO	Leading in Organisations	Mandatory	3	January	Jan 2024				
C19BA	Business Analysis and Consulting	Optional	3	January	to Apr 2024				
C19IN	Innovation Management	Optional	3	January	Apr 2024				
C19MC	Integrated Marketing Comms	Optional	3	January					
	September Semester – 2 Mandatory	y and 2 Optiona	l Courses						
C19GM	Global Strategic Marketing	Mandatory	3	September					
C19LS	Logistics and Supply Chain Ma	Mandatory	3	September	San 2024				
C19BV	Business Venturing	Optional	3	September	Sep 2024				
C19PT	Project Management	Optional	3	September	to Dec 2024				
C19RT	Resourcing and Talent Management	nt Management Optional 3 September							
	Year 4 [Applicable to MA s	students only]							
	January Semester – 2 Mandatory a	and 2 Optional	Courses						
C10HE	Management Dissertation 2	Mandatory	4	January					
C10GT	Global Business Analysis 1: International Markets and Strategy	Mandatory	4	January	Jan 2024				
C10DM	Digital Marketing	Optional	4	January	to				
C10SM	Marketing & Management of SMEs	Optional	4	January	Apr 2024				
C10DI	Diversity Management	anagement Optional 4 January							
	September Semester – 2 Mandatory	and 2 Optiona	l Courses						
C10HD	Management Dissertation 1	Mandatory	4	September					
C10IB	Global Business Analysis 1: International Markets and Strategy	Mandatory	4	September	Sep 2024				
C10IE	International Entrepreneurship	Optional	4	September	To Dec 2024				
C10MB	Managing Business Performance	Optional	4	September	Dec 2024				
C10LM	Leisure Marketing	Optional	4	September					

# MA [Hons] in Marketing

Programme Name		:	: MA [Hons] in Marketing							
Programme Code		:	: C1M2-MAR							
Study mode		:	: FULL TIME							
			Key Conta	acts						
Designation		Nai	Name		C	Contact Details				
Programme Director		Dr.	Dr Jyothsna Singh		j.singh@hw.ac.uk					
Dissertation Coordinator		Dr:	Dr Sean Lochrie		s.lochrie@hw.ac.uk					
Course Code	Course Title			Mandato /Optional		Year	Semester	Semester Dates		
			New Stud	ents						
			Year 1							
	Janu	ary Se	mester – 3 Mandator	y and 1 Electiv	ve (	Course(s)				
C17DB	Discovering Business			Mandato	ry	1	January			
C17PS	Becoming a Professional			Mandato	ry	1	January	Jan 2024		
C27EC	The Economy			Mandato	ry	1	January			
C17DB	Discovering Business			Mandato	ry 1 Janua		January	to Apr 2024		
E17FM	Fashion Marketing & Management			Elective	Elective		January			
D47HC	Human Geography & The City			Elective	Elective		January			
C97NZ	Introduction to Psychology 2			Elective	Elective		January			
		N	May Semester – 4 Mai	ndatory Cours	es		_	_		
C17MK	Introduction to Marketing			Mandato	ory 1 May		May 2024			
	Management a Global context			Mandato	ry	1	May	May 2024 to		
C17EB	Management a Global cor	···					Mav			
	Introduction to Accountar		d Finance	Mandato	ry	1	May	August 2024		