

# Modules studied during your course



You will study a range of pathway modules during your foundation year, which prepare you for your further studies on your chosen degree. The four core subject modules in your foundation year are:

## **Academic Communication Skills**

This module helps you build essential skills in reading, writing, speaking, and listening, preparing you for academic life. You'll get hands-on practice through lectures, group discussions, and writing tasks, all designed to boost your confidence in academic communication. Key skills covered include understanding academic texts, referencing, and maintaining academic integrity. You'll also develop critical thinking and learn how to structure essays, presentations, and other academic assignments. The course offers a supportive environment, where you'll gain the skills needed for your chosen subject pathway while working with fellow students from diverse backgrounds. Technology is integrated into lessons, and you'll receive feedback to help you improve and succeed in your undergraduate studies.

## **Fundamentals of Business**

This module provides you with a solid foundation in key business principles, covering topics such as business environments, legal structures, and organisational dynamics. Through interactive workshops, case studies, and role-play activities, you will develop practical skills in business planning, stakeholder analysis, and strategic thinking. You will also explore contemporary issues like sustainability, social responsibility, and global business practices. By the end of the course, you will be able to evaluate new business ideas, create mission and vision statements, and enhance your teamwork and communication skills.

## **Exploring Business Environments**

Building on your knowledge from Fundamentals of Business, this module takes a deeper dive into key business functions such as marketing, finance, HRM, and leadership. You will learn to apply analytical tools like SWOT, PESTLE, and Porter's Five Forces to assess business environments and identify opportunities and challenges. Through workshops and seminars, you will explore practical topics such as cost behaviour, breakeven analysis, market research, recruitment, and globalisation. The module also covers product life cycle and business portfolio management, helping you apply theory to real-world business issues. By the end, you will develop critical skills to evaluate business operations and engage in problem-solving discussions, preparing you for the challenges of the business world.

## **Data Analysis and Research Skills**

This module equips you with essential skills for academic and professional success, focusing on data analysis and research techniques. You will become proficient in Microsoft Office tools, helping you manage information, communicate effectively, and solve problems. The skills you develop will be useful in both your academic work and future careers. You'll apply subject-specific knowledge to a contemporary topic, demonstrating your ability to plan and conduct research with the support of your tutors. By the end, you will be prepared for the challenges of Level 4 in your degree programme and future professional contexts.

# Business Management with Marketing



## KEY FEATURES OF THE PROGRAMME AT A GLANCE

- **Case-Based Learning (CBL):** Tackle real-world business problems to build critical thinking and problem-solving skills.
- **Immersive Schedule:** One full in-person teaching day every two weeks, leaving space for reflection, projects, and co-curriculars.
- **Flexible Timetable:** Weekend and evening classes with additional online sessions to fit around work and life.
- **Career-Focused Curriculum:** Practical, workplace-style assessments aligned with employer needs.
- **Flexible & Inclusive Learning:** Digital resources and interactive teaching designed to support different learning styles.
- **AI & Tech Skills:** Learn to use AI responsibly and develop future-ready digital fluency.
- **Employability Support:** Access to coaching, mentoring, CV help, interview prep, and employer-led sessions.

## Key Facts

### Degree

BSc (Hons) Business Management

### Study Location

UHE UK Campus Greenwich, London

### Intakes

January, April, June and September

### Study Duration

4 year (1 year foundation + 3 years degree)

## YEAR 1 MODULES

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### Introduction to Accounting and Finance

This module equips first-year students with financial knowledge and skills for managing decisions personally and professionally. You will study financial principles including statements, budgeting, investment appraisal, risk analysis, and sustainability, using Excel and real-life case studies to build financial literacy and analytical thinking.

### The Future of Work

This module develops students' talent, skills, and competencies through business readiness activities and live global challenges. Using industry knowledge, case studies, and coaching, you will gain the skills and professional attitudes valued by employers, helping you transition into work or entrepreneurship.

### The Global Economy

This module introduces key concepts and issues relating to business organisations in global environments. You will explore globalisation, objectives of organisations, and environments such as economic growth, international trade, and global industries, using analytical frameworks like PESTLE, Porter's 5 Forces, and supply/demand analysis.

### Marketing and Consumer Insights

This module provides you with a comprehensive introduction to the core marketing concepts and the essential role of data in shaping marketing decisions. You will explore key topics including segmentation, targeting and positioning (STP), the marketing mix, and customer value, gaining a solid foundation in how organisations identify and respond to consumer needs.

## YEAR 2 MODULES

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### **How to Change the World**

This module helps you understand the challenges organisations face in a changing world influenced by climate change, social and political developments, technology, and workplace shifts at local and global levels.

### **Customer Analytics**

You will learn how to track online consumer behaviour, analyse digital journeys, and uncover insights using GA4. You will use Excel for data handling and analysis, and Power BI to support data visualisation.

### **Enterprise Project Management**

This module covers the principles and practices of project management, with a focus on entrepreneurial and early-stage ventures. You will develop the capacity to manage uncertainty, adapt quickly, and deliver value through flexible but disciplined approaches.

### **Digital Marketing**

This module will introduce you to the evolving world of digital marketing and will equip you with the knowledge and practical skills to plan and execute effective online campaigns. You will explore key areas across owned, earned, and paid media including website design, content marketing and SEO, email marketing, social media, influencer outreach, and paid advertising.

## YEAR 3 MODULES

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### **Strategic Management**

In an ever-changing world, organisations must make strategic choices based on solid analyses and decision-making processes. This module adopts an innovative teaching approach to illustrate how strategic management theories and models can be applied in different contexts and how they inform decision-making.

### **International Marketing**

This module will provide you with an in-depth understanding of how businesses design and implement marketing strategies across international markets. You will explore key strategic areas including global market analysis, market entry strategy selection, cross-cultural adaptation, global branding, pricing, and sustainable marketing practices.

### **Careers Project Skills (Consultancy Track – Roehampton Live Project)**

The Roehampton Live Project is a transformative capstone module designed to bridge the gap between academic study and professional practice. As the final part of the undergraduate experience, this 30-credit module provides you with an opportunity to apply your academic knowledge in a real-world setting, developing strategic solutions to real-world business challenges.

### **Careers Project Skills (Consultancy Bootcamp)**

Careers project skills (consultancy) is an intensive 6-week taught module designed to equip you with the essential competencies needed for professional consultancy practice. This module serves as the skills-based foundation for the concurrent Roehampton Live Project, providing you with theoretical frameworks, practical tools, and professional capabilities required to deliver high-quality consultancy services to real clients.