

Faculty of Business and Law

Undergraduate student offering Options choice 2023/24

Level 5

Level 6



Contents

Introduction	3
Welcome to Manchester	5
Faculty of Business and Law	6
Level 5	8
Level 6	8
Level 5 non-pathway unit options	8





Introduction

Dear student,

This booklet includes carefully designed pathways for exchange students joining the Faculty of Business and Law in September 2023. Each semester contains 60 credits, and most units are 15 credits; however, a few are 30 credits. When selecting a pathway, you will belong to an existing community of like-minded students. Based on your subject area of interest, you can choose from one of the pathways below. Please note all the units in the pathways are level 5, with the exception of one level 6 pathway.

You can find detailed information on [learning outcomes](#), [syllabus outlines](#) and [assessment types](#) on this dedicated [site](#).

Key contact 2023-24

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Welcome to Manchester

Throughout its history, Manchester has always been a little different. It was the world's first industrial city, booming during the 19th century. It's where the cooperative movement took off, where John Dalton developed atomic theory, and where the suffragette movement started.

That revolutionary spirit lives on. Today, Manchester is a city of opportunity. It's a northern powerhouse with plans to become a sustainable smart city. It's a hive of hard work and momentum – neatly embodied by the city's worker bee emblem. And it's a place that many see as the nation's true second capital. It's no wonder that Manchester is the ideal home for bold creatives, sport obsessives, and pioneers in science, engineering, health, education, business and law. But it's more than that. It's an energetic city, bustling night and day with its thriving shopping centre, ever-growing food and drink scene, and some of Britain's best culture – be it art, architecture or music. Yes, Manchester is cosmopolitan, but it's still down to earth at its core. It's a melting pot of people from across the globe who pull together and welcome one another with open arms. It all makes this city so special, and Manchester Metropolitan University is right at the heart of it. You can be, too. Welcome to Manchester. It's different here.

And here is where it's happening.

mmu.ac.uk/manchester



investment to transform the way we teach in the Faculty of Science and Engineering



39,000+ **STUDENTS**
WITH 4,000+ **international students from over 100 countries**

*HESA data 2020/21, includes students on distance learning and accredited courses at partner institutions

330,000 **ALUMNI**
from 170 countries

Faculty of Business and Law

With a mission to transform lives, businesses and communities, our Faculty of Business and Law provides professionally focused education where student experience is at the heart of everything we do. Home to Manchester Metropolitan University Business School and Manchester Law School, we deliver employability-focused programmes to over 10,000 undergraduate and postgraduate students, as well as being industry leaders in Degree Apprenticeships.

Business School

With origins tracing back to 1889, our Business School is a part of Manchester's story, rooted in the professions and sectors that have found a home within the city. Our extensive links to industry and professional bodies, both nationally and internationally, ensure our programmes develop students into highly employable and socially responsible career professionals, who embed digitalisation and sustainability at the forefront of their practice. Our Business School is triple accredited by EQUIS, AACSB and AMBA, placing us among the best business schools in the world. The awarding of these accreditations is testament to our high standards of excellence in teaching and research.



Manchester Law School

At Manchester Law School, we have been delivering high-quality legal education for over 50 years. We are a leading modern university school that integrates digitally-engaged legal education, research and professional training. Our research strengths - for example in Equality and Human Resources - deliver impact nationally and internationally, and our students benefit from skills and practice insights integrated at every stage of their legal education. Our teaching is delivered by experts, whether world-leading researchers, or experienced practitioners who help maintain our strong links to the North West legal services communities. We are a warm, diverse and inclusive legal community within which our students are supported to make a difference.



Level 5

Banking and Finance

Banking and finance are not only central to the world's economy – they also offer a diverse range of opportunities for your future. Whether you're considering a career in personal banking, wealth management or corporate finance (to name but a few), this pathway offers the insights and knowledge you'll need to succeed in this field.

In covering these pillars of financial services, you will be supported by academics with expert knowledge from research and industry. This will allow you to understand how the theory and practice link together and fit with the broader financial environment.

UK credits*	Semester	Unit code	Unit name
15 credits	1	5K5Z0016	Financial Planning
15 credits	1	5K5Z0020	Risk Management in Banking
15 credits	1	5K5Z0007	Continuing Professional Development
15 credits	1	5K5Z0014	Financial Innovation and Technology
15 credits	2	5K5Z0017	Pensions and Insurance
15 credits	2	5K5Z0018	Regulation, Compliance and Ethics
15 credits	2	5K5Z0019	Retail Banking
15 credits	2	5K5Z0012	Commercial Lending

International Business Management

Political and economic developments such as Brexit mean that international trade agreements, foreign direct investment and the attractiveness of where a company does business and accesses talent are more important than ever.

In the digital age, almost every business operates on the world stage and supplies to multiple countries. To help you compete in a hugely competitive global landscape, our international business management degree will give you a greater understanding of the nuances, challenges and opportunities of operating overseas.

We'll help you gain specialist knowledge in managing people of different cultures and backgrounds, and the political and governing structures of different markets that influence how businesses operate. You'll also develop the cross-cultural management skills you need to build international business relationships in often volatile, political, cultural and economic environments.

UK credits*	Semester	Unit code	Unit name
15 credits	1	5L5Z0001	Digital Skills and Research Methods
15 credits	1	5L5Z0003	Introduction to International Business Theory and Strategy
15 credits	1	5L6Z0048	International Business Strategy
15 credits	1	5L5Z0051	Global Political Economy - States and Markets
15 credits	2	5L5Z0002	International Operations Management
15 credits	2	5V5Z0005	Managing across Cultures
15 credits	2	5L6Z0050	Business in Emerging Markets: Opportunities and Challenges
15 credits	2	5L5Z0052	Global Political Economy - Contemporary Issues

* ECTS is half of UK credits, so 15 UK credits is 7.5 ECTS credits.



Level 5

Marketing

Marketing is a business function with the power to shape everything from sales and customer service to product development and brand loyalty. The best marketers see the big picture – when they look at the business landscape, they identify the opportunities to communicate and influence audiences, and spot the threats that could damage their brands. This marketing degree is all about exploring that landscape, taking those opportunities and avoiding those threats.

You'll look at different media and methods of communication, study how to analyse and segment audiences, and discover how to craft and deliver the right message at the right time. To start with, you'll learn about marketing fundamentals, but you'll also have the flexibility to choose units that interest you most as you progress. By the time you leave us, you'll not only understand the theory behind effective marketing – you'll also have a range of practical, professional skills.

UK credits*	Semester	Unit code	Unit name
15 credits	1	5X5Z0019	Big Agency
15 credits	1	5X5Z0029	Sales and Marketing
15 credits	1	5X5Z0024	Digital Marketing Professional
15 credits	1	5X5Z0022	Consumption Behaviour
15 credits	2	5X5Z0025	Marketing Communications
15 credits	2	5X5Z0020	Brand Management
15 credits	2	5X5Z0030	Entrepreneurial Marketer
15 credits	2	5X5Z0026	PR Principles and Practice

Law

Law is a rewarding, challenging and respected area of study. You can gain key reasoning and analytical skills that will last you throughout your career, all the while developing a unique insight into the way society works, from the economy to the criminal justice system and more. We cover all the subjects you need to know; tort, contract, criminal law and property law – you'll get a thorough grounding in the essentials.

And, thanks to our teaching team's wide range of specialisms, from families to sports, we offer exciting optional units beyond the core curriculum. Interested in gender issues? We have one of the leading experts on trans rights, Professor Stephen Whittle OBE.

UK credits*	Semester	Unit code	Unit name
15 credits	1	455Z0030	Legal Professionalism and Ethics
15 credits	1	455Z0029	Digital Skills for Lawyers
15 credits	1	455Z0031	Criminal Law
15 credits	1	455Z0130	Land Law
15 credits	2	455Z0033	EU Law in the UK
15 credits	2	455Z0039	Law for Entrepreneurs
15 credits	2	455Z0038	Public International Law
15 credits	2	455Z0036	European Convention on Human Rights

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Level 5

International Hospitality Business Management

This pathway's emphasis on practical, experiential learning provides students with the necessary skills and knowledge to thrive in this dynamic and exciting field. What sets this course apart is its exceptional partnerships with industry leaders, which offer students unparalleled insights into the latest trends and challenges in the hospitality industry, preparing them to navigate the ever-evolving business landscape.

UK credits*	Semester	Unit code	Unit name
15 credits	1	5Z5Z0020	Hospitality Business Entrepreneurship
15 credits	1	5Z5Z0021	Hospitality Sales and Marketing
15 credits	1	5Z5Z0017	Contemporary Issues in Hospitality Tourism and Events
15 credits	1	5Z5Z0023	Responsible Hospitality and Tourism Management
15 credits	2	5Z5Z0024	Revenue Management
15 credits	2	5Z5Z0022	International Research Project
15 credits	2	5Z5Z0018	Corporate Hospitality and Events Management
15 credits	2	5V5Z0013	People Management and Development (P&P)

Business and Human Resource Management

The world of business is always evolving – adapting to new technology, moving with geopolitical events and reacting to the shifting financial climate. But there is one constant: people. Growth, change, success – it's only possible with a well-managed workforce, no matter what the industry or sector.

By focusing on the human element of effective business leadership, this is a course that offers vital transferrable skills, providing the first steps of a range of career paths. You'll leave us equipped to pursue roles across a vast range of sectors in a wide variety of disciplines.

We've built an impressive network with industry experts and major employers – sharing understanding and opportunity. For us, it means keeping our expertise at the cutting edge of business and human resource management.

UK credits*	Semester	Unit code	Unit name
15 credits	1	5V5Z0003	Enhancing Academic and Professional Skills
15 credits	1	5V5Z0002	Employment Relations
15 credits	1	5V5Z0006	Managing People in a Legal Framework
15 credits	1	5V5Z0012	Performance and Reward
15 credits	2	5V5Z0004	Learning and Coaching
15 credits	2	5V5Z0005	Managing Across Cultures
15 credits	2	5V5Z0007	Resolving Workplace Conflict
15 credits	2	5V5Z0008	Work-Based Learning Procedures, Policy and Practice

* ECTS is half of UK credits, so 15 UK credits is 7.5 ECTS credits.



Level 5

Business Management

This pathway includes everything you could want from a business degree, from expertise in our research areas of sustainability, strategy, and enterprise to events like our leadership series of guest lectures.

You'll learn the theory behind what makes a successful business. We focus heavily on giving you the practical knowledge you'll need for your career – whether that's starting your own business or working your way up in a big corporation.

UK credits*	Semester	Unit code	Unit name
15 credits	1	5S5Z1008	Management Studies in Context
15 credits	1	5K5Z0010	Fundamentals of Corporate finance
15 credits	1	5Z5Z1003	Data Analytics
15 credits	1	5V5Z0012	Performance and Reward
15 credits	2	5S5Z1002	Principles of Strategic Management
15 credits	2	5S5Z1003	Social Innovation through Entrepreneurship
15 credits	2	5V5Z0009	Managing Across Organisational and Cultural Boundaries
15 credits	2	5Z5Z1010	Business Operations Management

Level 6

Business Administration and Management

If you are a final year undergraduate student with advanced English language skills, you can apply to be considered for our final year pathway in Business Administration. More information on the units below can be found on this [page](#) by looking up the unit code.

UK credits*	Semester	Unit code	Unit name
30 credits	1	5S6Z1021	Global Strategic Management
15 credits	1	5S6Z1025	Business cases for academic studies
15 credits	1	5S6Z1022	Leadership and intercultural communications
15 credits	2	5S6Z0009	Enterprise in Global contexts and communities
15 credits	2	5S6Z0006	Responsible Business for people and planet
15 credits	2	5S6Z1019	Entrepreneurial Practice
15 credits	2	5Z6Z1008	Immersive Technologies

* ECTS is half of UK credits, so 15 UK credits is 7.5 ECTS credits.



Level 5 non-pathway unit options

These units are provided for students who do not wish to join a pre-designed pathway. As an exchange student, you are required to study 60 credits per semester. Please note we cannot guarantee your unit selection due to potential timetable clashes, therefore, if you are studying full-time in the Faculty of Business and Law, we strongly advise that you choose a pathway. More information on the units below can be found on this [page](#) by looking up the unit code.

Semester 1

UK credits*	Unit code	Unit name	Eligible to
15 credits	5K5Z0014	Financial Innovation and Technology	Only UG students from a business background.
15 credits	5L5Z0051	Global Political Economy - States and Markets	Any UG student
15 credits	5X5Z0022	Consumption Behaviour	Any UG student
15 credits	455Z0031	Criminal Law	Any UG student
15 credits	5Z5Z0020	Hospitality Business Entrepreneurship	Any UG student
15 credits	5V5Z0002	Employment Relations	Any UG student
15 credits	5S5Z1008	Management Studies in Context	Any UG student

Semester 2

UK credits*	Unit code	Unit name	Who can take it
15 credits	5K5Z0019	Retail Banking	Only UG students from a Business background.
15 credits	5L5Z0052	Global Political Economy - Contemporary Issues	Any UG student
15 credits	5X5Z0025	Marketing communications	Any UG student
15 credits	455Z0038	Public International Law	Any UG student
15 credits	5Z5Z0018	Corporate Hospitality and Events Management	Any UG student
15 credits	5V5Z0005	Managing Across Cultures	Any UG student
15 credits	5V5Z0009	Managing Across Organisational and Cultural Boundaries	Any UG student

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This publication is intended to provide an overview of the unit options and the University, and reflects the position at the date of its publication. Please note that units may be subject to change.

For more information visit:

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