



**Specialised Subjects (substitute in place of any seven core modules)** - Taught and assessed by Greenwich School of Management

- » B104 Principles of Marketing
- » B219 Marketing Research
- » C106 Public Relations
- » C201 Sales Management
- » MK313 Business-to-business Marketing
- » MK315 Brand Management
- » MK317 Advertising Management

**Core Modules** - Taught and assessed by Greenwich School of Management

- » B101 Fundamentals of Accounting
- » B103 Business Law
- » B106 Business Organisation
- » B107 Microeconomics
- » B110 Business Management
- » B112 Business English
- » B113 Business Communications
- » B207 Production and Operations Management
- » B227 Financial Management
- » B301 Corporate Strategy
- » B309 International Business
- » B310 Human Resource Management
- » B314 Business Mathematics
- » B481 Macroeconomics
- » B488 Information Systems Management
- » C101 Group Dynamics
- » C104 Business Decision Making
- » G100 Economic Geography
- » G243 Sociology
- » G244 Introduction to Computing
- » G247 Statistical Analysis
- » G248 Business Environment
- » G250 Total Quality Management
- » G307 Risk Management
- » G403 Entrepreneurship
- » G425 Management of Innovation and Change
- » G428 Project Management
- » H102 Anthropology and Cultural Behaviour
- » H107 Management Case Studies
- » P102 Philosophy
- » P207 Business Ethics and the Environment
- » P402 Business Presentation Skills

**Independent Study Courses** - Assessed by Northwood University

- » ECN400 International Trade
- » ENG320 Report Writing
- » MGT312 Applied Management
- » MKT404 International Marketing
- » MKT424 Marketing Management
- » PHL401 Philosophy of American Enterprise

**Seminars & Examinations** - Conducted at Northwood University, USA

- » MGT479 Seminar I
- » MGT480 Seminar II
- » MGT490 Comprehensive Written/oral Examination