

Undergraduate modules – Ulster University Business School, 2017/18

Magee campus

Semester 1			Year
	ACES	BMG132	1 st
	Principles of Management	BMG119	1 st
	Principles of Accounting	ACF108	1 st
	Introduction to Financial Accounting	ACF109	1 st
	Advertising Account Management	MKTNEW	1 st
	Applied Project Management	BMG423	2 nd
	Managing Employee Development	BMG397	2 nd
	Financial accounting I	ACF309	2 nd
	Marketing Communications	MKT326	2 nd
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	Business Research	BMG617	3 rd /final
	Business Strategy	BMG547	3 rd /final
	Human Resource Strategy	BMG561	3 rd /final
	Digital Strategy	MKT542	3 rd /final
	Financial Accounting 2	ACF540	3 rd /final
	Contemporary Issues in Advertising	MKT529	3 rd /final
Semester 2			Year
	Principles of HRM	BMG198	1 st
	Principles of Marketing	MKT117	1 st
	The Economic Environment of Business	ECO102	1 st
	Advertising Theory and Practice	MKT112	1 st
	Business Systems Improvement	BMG422	2 nd
	Business Law	LAW 309	2 nd
	Finance for Decision Making	ACFNEW	2 nd
	Organisational Behaviour	BMG320	2 nd
	Consumer Behaviour	MKTNEW	2 nd
	Management Accounting I	ACF311	2 nd
	Copywriting Practice & Critiques	MKT339	2 nd
	Global Business Environment	BMGNEW	3 rd /final
	Innovation and Entrepreneurship	BMG558	3 rd /final
	Leadership Theory and Practice	BMG616	3 rd /final
	Marketing Management	MKT508	3 rd /final
	Advertising Campaigns	MKT528	3 rd /final
	Management Accounting II	ACF537	3 rd /final
	Business Taxation	ACF512	3 rd /final
	Audit and Assurance	ACF558	3 rd /final