

Management, Marketing and Entrepreneurship Direction

Semester One	Semester Two
<p>Compulsory:</p> <p>ENTR2001 Entrepreneurial Management</p> <p><i>Or</i></p> <p>MANG3008 Strategic Management</p> <p>AND</p> <p>English language support in form of 20 hours of taught sessions</p>	<p>Compulsory:</p> <p>ENTR2004 Innovation, Technology and the Environment</p> <p><i>Or</i></p> <p>MANG3029 Corporate Social Responsibility</p> <p>AND</p> <p>English language support in form of 20 hours of taught sessions</p>
<p>Optional:</p> <p>Choose three modules from</p> <p>MANG2043 Analytics for Marketing</p> <p>MANG2001 Organisations & Management</p> <p>MANG2006 Principles and Practice of Management Science</p> <p>MANG2041 Management Ethics</p> <p>MANG2015 Financial Management</p> <p>MANG2064 International Retailing</p> <p>MANG3010 Knowledge Management</p> <p>MANG3046 Managing Innovation</p> <p>MANG3054 Marketing in the Digital Age</p> <p>MANG3053 Customer Insight</p> <p>MANG3056 Data-Mining for Customers Relationship</p> <p>MANG3054 Marketing in the Digital Age</p>	<p>Optional:</p> <p>Choose two modules from</p> <p>MANG2002 Business Simulation</p> <p>MANG2013 European Business Environment</p> <p>MANG2021 Operations Management</p> <p>MANG2044 Marketing Communications and Media Management</p> <p>MANG2045 Delivering the Value Proposition</p> <p>ENTR3002 New Venture Development</p> <p>MANG3013 Optimisation</p> <p>MANG3034 Project Management</p> <p>MANG3052 Digital Marketing: Engaging with the Customer</p>

Some modules may be subject to change or availability.