



**Manchester
Metropolitan
University**

Second Year Option Modules

BA(Hons) Business & Marketing

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Choosing your option modules

- During week 3 (w/c 9th February) you will choose which option modules you want to study next year.
- These will be in addition to your core modules.
- It is important to carefully consider the options available to you – being prepared is key to securing the options you want.
- Spaces on options modules are limited, so if you wait until the window opens to start thinking about it, you're probably already too late!

What your second year looks like

Semester 1

Digital Marketing Professional
Creative Thinking in Business & Marketing
Investigating Responsible Enterprise in a Global Context
[PLUS 1 option choice](#)

Semester 2

Social Innovation Through Entrepreneurship
Principles of Strategic Management
Researching Marketing
[PLUS 1 option choice](#)

Your Second Year Option Modules

Semester 1

Pick one from:

- Industry Life
- Marketing Communications
- Consumption Behaviour
- Fundamentals of Corporate Finance

Semester 2

Pick one from:

- Operations Management
- Management Studies in Context
- Sales & Marketing

Things to consider when choosing your option module

- If you have a career path in mind, will this module complement that?
- Does the module interest you and do you think you will enjoy it?
- Does the module suit your skill set?
- Do you feel that this module will challenge you positively?

Option videos

We will now watch videos explaining each of the options modules available to you next year.

Make a note of any questions you might have about the module and you can ask them at the end of the video.

Also, it may help to think right now: How enthusiastic am I about the module? Is it a 'must have'?



Industry Life





Marketing Communications





Consumption Behaviour



Finance decisions:

Should we raise finance by selling shares or by taking out a bank loan?

Investment decisions

Should we invest in new equipment so that we can launch a new product?

Managing operations can be extremely complex and this is even more difficult today because of challenges such as technology and sustainability

You will look at contexts such as:

capitalism

neoliberalism

corporate social responsibility

alternative business models



Sales and Marketing



Support for choosing Level 5 options before selection window opens

Module videos

- Visit the [MIBT blog](#) to access videos for all your optional module choices.



Podcast episodes

- Your Programme Lead has recorded a podcast episode for further advice and guidance on the options process.
- Find your programme's episode on:

[SoundCloud](#)



[Spotify](#)



So, what happens next?

- You will receive an email from the University the week prior to option selection. This will set out guidance on the process, when the options window will open, and a link to the options portal. This email will be sent to your student and personal email account – keep an eye out for it and flag it.
- The options selection period will be open from Monday 9th to Friday 13th February. You will also receive a text when the options window opens with the link to the options portal and details of how to access it.
- Be prepared. Popular options can fill up fast, so you want to be logging on as soon as you receive your text to give you the best chance of securing your first choice.

Support with selecting options during selection period

- During options selection we will have teams in place to support students:
Business School and Law
Email: businesslawoptionsupport@mmu.ac.uk
Telephone: 0161 247 3451
- Please **do not contact this number or email address until Monday 9th February** as that is when they will become active.
- Please do not contact teaching staff for options selection guidance.

Thank you

Choose carefully!

- Options Support Team:

Email: businesslawoptionsupport@mmu.ac.uk

Telephone: 0161 247 3451