

International Year 2 in Business and Management

International Year 2 in Business and Management at Brunel Pathway College is structured to build academic confidence and practical business capability in preparation for progression to Brunel University of London. Across the programme, students develop a strong understanding of how organizations operate, how decisions are made, and how to apply business thinking in real-world contexts. A key focus is strengthening analytical ability, professional communication, and independent study skills so students are ready for degree-level expectations.

Module Structure by Term

Term 1

- Managing Change and Creativity
- Operations Management
- Research Methods in Business and Management

Term 2

- Digital Marketing
- Human Resource Management and its International Dimensions
- Business Analytics

Module Overview

Digital Marketing

This module develops an understanding of the defining characteristics of digital marketing and the major issues facing marketers in a rapidly evolving digital environment. You will explore how organizations use digital platforms and integrated marketing communications to engage audiences, alongside current trends shaping digital products and consumer behaviour.

Human Resource Management and its International Dimensions

This module develops an understanding of the defining characteristics of digital marketing and the major issues facing marketers in a rapidly evolving digital environment. You will explore how organizations use digital platforms and integrated marketing communications to engage audiences, alongside current trends shaping digital products and consumer behaviour.

Operations Management

This module introduces core concepts underpinning effective operations management in both manufacturing and service settings. You will explore how operations contribute to organizational strategy and performance, evaluate key operational challenges faced by managers, and develop analytical skills that support sound operations and infrastructure decision-making.

Business Analytics

This module will cover the full digital business analytics lifecycle — from defining data types and trends, through descriptive, diagnostic, predictive and prescriptive analytics, to ethics, governance and data storytelling. You'll work with real-world datasets from e-commerce, social media and customer journeys, supported by hands-on lab sessions. You will also learn how to frame business problems, apply summary statistics, visualisation, correlation and ML basics, and communicate insights effectively to drive data-informed decisions.

Research Methods in Business and Management

This module develops your understanding and skills in applying quantitative and qualitative research methods within business and management contexts. You will learn how to interpret data and present clear, coherent recommendations that support effective business decision-making and evidence-based management practice.

Managing Change and Creativity

This module explores the role of creativity and ideas in building organizational competitive advantage, and how creativity can enhance communication, learning, and innovation. It also examines how organizations manage the process and outcomes of change, recognizing continuous change as a normal feature of modern business environments.

Please note modules may be subject to change