

International Year 2 in Business and Management

Brunel
University
of London

**Pathway
College**

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
- Project Management

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 introduces the issues, debates and controversies in Human Resource Management, set against national and international influences on HRM policy and practice. Students will learn about diverse topics including 'soft' and 'hard' HRM, recruitment and selection, career management, performance appraisal, training and development, knowledge management, employee control systems, and international dimensions such as globalisation, culture and practice transfer.

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.

Project Management

This module examines the approaches, practices and skills involved in managing projects, from analysing business needs and designing solutions to planning, testing and co-ordinating implementation. Topics taught here will include the project life cycle, critical path analysis, risk, project management software, costing and budgeting, stakeholder management, leading project teams, negotiation, sustainability, and programme and portfolio management.

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