

What determines students' choices of elective modules?

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Existing literature emphasises supply side issues concerning the modularisation of university degrees such as curricula issues and enhanced learning opportunities. Comparatively little is known about the demand side, such as why students choose specific modules. This article presents an investigation that was specifically designed to improve understanding of the factors that contribute to student module choices and draws on a large primary dataset comprised of students following a wide range of majors within business degree programmes at a new university business school.