

# BA(Hons) in Business Studies

## Aims and Rationale of the Programme

The BA in Business Studies is the core of a portfolio of last generation programmes that was updated through the University's recent quinquennial review, with the aim of structuring Business Studies around contemporary business processes, rather than traditional thematic areas largely devised in the academic world alone. The student will be dealing with business processes, which encapsulate the full range of managerial activities; he will gain a complete view and an holistic perspective of Business Development with regard to in-depth understanding of Value Chain Management concepts, Project Management, International Business, and all knowledge necessary to excel in the highly competitive and ever-expanding business world.

## Structure of the Programme

The BA in Business Studies is a 3-years full-time course, taught exclusively in the English language. Courses are offered within a two term period, with two exam periods in May and August. All courses are delivered during the weekday evenings to accommodate the needs of working students.

## Course Outline

### YEAR 1

Personal and Professional Development  
Introduction to Business Processes  
Business Planning and Development  
Context and Regulatory Framework of Business  
Managing the Performance of Individuals

### YEAR 2

Career Development  
Creativity and Business Decision Making  
Value Chain Management  
Management and Information Systems  
Relationship Management  
Project Planning

### YEAR 3

Dissertation  
Business Strategy  
Small Business Development  
International Business Management

## Entry Requirements

- High School Certificate
- A minimum of TOEFL score of 213 (computer based test), IELTS 6.0, or a recognized equivalent (for example, successful completion of a programme of studies at HE of FE taught in English).

## Careers

Managerial positions in all types of organisations call for the skills obtained in the programme. Graduates will enjoy a wide variety of opportunities available in a range of areas depending on specialisation taken e.g. personnel and human resource management, operations and logistics, advertising and marketing, finance and more.

# Indicative Course Descriptions

## Introduction to Business Processes

This course teaches you a system approach to understand the core concepts in Marketing, Operations by placing business processes on centre stage. The aim of this course is to introduce to the students the principles of process management in all sectors of industry and commerce within a common conceptual framework.

## Personal & Professional Development

The aim of the course is to induct and support students in using the university's systems and processes effectively and to increase student ability to benefit from the academic process.

## Context and Regulatory Framework of Business

The purpose of this course is to introduce students to the various components of this analytical tool, with the objective of situating business in its broader context. The course will be international in outlook, under the unifying theme of current and recent global trends. Transitional & developing economies as well as the advanced economies will be covered.

## Value Chain Management

This course is designed to reveal more about the interdependent nature of real world business, and the increasing attention given to cross-functional decision making in a digitally enabled global market. The student will be offered current academic concepts and trends in modern business philosophy that signify a need for reassessing the changing nature of internal and external relationships in business.

## Management of Information Systems

This course covers a broad topic which consists of two main areas: (1) the use and relevance of information systems to managers and enterprises and (2) the management of information systems projects. Rather than providing an in depth technological treatment of information systems, the course prepares students, as future managers, to critically assess the impact of information systems on the enterprise. It also introduces those skills required in order to manage information systems projects.

## Project Planning

The overall aim of this course is to produce professional business managers capable of making effective and efficient project management decisions. The course will expose students to the unique nature of project operations by using a collection of cross-functional examples of project scenarios. Such projects might include; introducing a new service or product to the market, a building construction, an implementation of a new information system, a cultural event, or projects in the third world.

## Small Business Development

Small businesses form an important sector of the economy, arguable responsible for much new job creation and underpinning the 'enterprise culture'. This unit examines the genesis and evolution of the wide variety of small businesses, and their special features when compared with large firms.

## Dissertation - General Management and International Business

Aim: The Dissertation is a key element of the degree. It is the point where knowledge and understanding acquired through the earlier taught courses is synthesised and applied to a substantial management problem. Students reaching this level of study will have successfully completed the taught unit concerned with research methods and design. The course is designed to build on that experience and provide a supported learning environment in which students can plan a more thorough-going research enquiry of their own choosing. The key outcome of the course is the report of an investigation into an issue of importance.