



University of  
Central Lancashire  
UCLan Cyprus

# BA(Hons) Business Administration

The BA (Hons) in Business Administration programme places emphasis on the functional, operational and strategic coordination of business activities. Throughout the course students develop an understanding of how organisational processes enable organisations to respond to external conditions in the market and the wider environment. Students gain a theoretical understanding of the nature of business and organisations, whilst developing practical skills, problem solving, risk assessment, group work and personal initiative. This programme follows a rationale based on the principles of studying organisations as separate functions, interdependent operations and strategic entities.

It provides students with the necessary theoretical knowledge and managerial skills to be locally and internationally competitive. It promotes and emphasizes employability through modules such as "Employability and PDP" and "Personal and Professional Development for Business". It cultivates innovative thinking through modules such as "Managerial Decision Making" and addresses contemporary issues in strategic planning, environmental scanning and operations management. Further to the traditional management route, the programme enables students to enhance their knowledge in a particular area by selecting a pathway in Finance, in HRM or in Marketing.



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# BA(Hons) Business Administration

## YEAR 1

S E

### COMPULSORY

|  |    |    |
|--|----|----|
| Managing People Enterprise Skills              | 2  | 10 |
| Introduction to Accounting & Finance           | YL | 10 |
| Introduction to Business and Management Theory | 1  | 10 |
| Academic Writing                               | YL | 10 |

### OPTIONAL

|  |    |    |
|--|----|----|
| Introduction to Mathematics and Statistics | YL | 10 |
| English for Academic Purposes              | YL | 10 |
| Beginners' Greek Language and Culture      | YL | 10 |
| Principles of Economics                    | 2  | 10 |
| Advertising and Marketing Communications   | 1  | 10 |

## YEAR 2

S E

### COMPULSORY

|  |    |    |
|--|----|----|
| The External Business Environment          | 1  | 10 |
| Data Communication                         | YL | 10 |
| Introduction to Business Functions         | 2  | 10 |
| Business and Management Project Essentials | YL | 10 |

### OPTIONAL

|  |    |    |
|--|----|----|
| Legal Obligations in Business                | YL | 10 |
| Debating Cases in Applied Ethics             | 1  | 10 |
| Business in Context                          | 1  | 10 |
| Entrepreneurship and Small Business Start-up | 2  | 10 |

## YEAR 3

S E

### COMPULSORY

|                                |    |    |
|--------------------------------|----|----|
| Management of Operations       | YL | 10 |
| Global Environment of Business | YL | 10 |
| Decision Making for Business   | YL | 10 |

### OPTIONAL (three modules)

|  |    |    |
|--|----|----|
| Introduction to Financial Services Markets | 2  | 10 |
| Business Analysis and Operations           | YL | 10 |
| Marketing Principles for Business          | YL | 10 |
| Developing Business Plans                  | 2  | 10 |
| Finance for Managers                       | YL | 10 |
| The Responsible Marketer                   | YL | 10 |
| Managing Personnel and Human Resources     | YL | 10 |
| Research Methods                           | YL | 10 |
| Contemporary Consumers                     | 1  | 10 |
| Work Based Learning Project                | YL | 10 |
| Planning your Career                       | 1  | 10 |

### SANDWICH YEAR

### OPTIONAL

|                     |    |    |
|---------------------|----|----|
| Work Placement      | YL | 60 |
| International Study | YL | 60 |

\*notional credits

## YEAR 4

S E

### COMPULSORY

|  |    |    |
|--|----|----|
| Contemporary Issues in Business                    | 1  | 10 |
| Business Strategy                                  | YL | 10 |
| Personal and Professional Development for Business | YL | 10 |

### OPTIONAL

### FINANCE

|                                     |   |    |
|-------------------------------------|---|----|
| Financial Management for Business   | 2 | 10 |
| Risk and Capital Markets            | 1 | 10 |
| International Financial Environment | 1 | 10 |
| Managing Your Business              | 2 | 10 |

### HRM

|                        |    |    |
|------------------------|----|----|
| Evaluating HRM         | 2  | 10 |
| Coaching and Mentoring | YL | 10 |

### MARKETING

|  |    |    |
|--|----|----|
| Marketing Strategy                     | YL | 10 |
| Marketing of Services                  | YL | 10 |
| Direct, Digital and Database Marketing | YL | 10 |

### OTHER OPTIONS

|                    |    |    |
|--------------------|----|----|
| Enterprise Project | YL | 10 |
| Dissertation       | YL | 20 |

### CAREER OPTIONS

The programme covers a spread of business topics that prepares candidates for a wide range of business careers. Employability is embedded in this programme which contains several features that support working lives; an emphasis on through-life learning and personal development, reflective practice, teamwork and client skills, as well as contact with businesses through applied projects and cases.

In addition, the subject material of the programme covers multinational and global corporations, local businesses, small and medium sized enterprises and start-up. This broad relevance, when joined with the personal capacity that the programme engenders, creates capable individuals whose value is recognised by employers and who have the capability to create work, as well as to seek it successfully.

### ENTRY REQUIREMENTS

The minimum requirements are:

> Apolytirion or High School Leaving Certificate, or 96 A' Level points (new Tariff system) in relevant subjects.

> Proof of English Language knowledge to a score of at least IELTS 5.5, or other equivalent according to the Common European Framework of Reference for Languages (CEFR).

S: SEMESTER / E: ECTS / YL: YEAR LONG

The University reserves the right to make amendments to programmes in order to improve the quality of learning content and outcomes.

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