

# 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 modules relevant to Finance, HRM or in Marketing.

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## MODULES

		Semester	ECTS
<b>YEAR 1</b>	<b>COMPULSORY</b>		
	Principles of Economics	2	10
	Introduction to Accounting & Finance	YL, 3	10
	Introduction to Mathematics & Statistics	YL	10
	Academic Writing	YL	10
	<b>OPTIONAL MODULES</b>		
	Managing People - Enterprise skills*	1	10
	Business in Context*	2	10
	English Language I	1	10
	English Language II	2	10
<i>Or a university elective*</i> <i>*Electives for the students with exception in English</i>			
<b>YEAR 2</b>	<b>COMPULSORY</b>		
	The External Business Environment	YL	15
	Introduction to Business Functions	YL	15
	Business and Management Project Essentials	YL	15
	Data Communication	YL	15
<b>YEAR 3</b>	<b>COMPULSORY</b>		
	Management of Operations	YL	10
	Global Environment of Business	YL	10
	Managerial Decision-making	YL	10
	Planning your Career	YL	10
	Employability and PDP	YL	10
	<b>OPTIONAL (three modules)</b>		
	Introduction to Financial Services Markets	YL	10
	Business Analysis and Operations	YL	10
	Marketing Principles for Business	YL	10
	Developing Business Plans	YL	10
	Web-based e-commerce Systems	YL	10
	Business and Economics in the European Union	YL	10
	The Economics of Sport	YL	10
	Managing Personnel and Human Resources	YL	10
Research Methods	YL	10	
Student Initiated Module	YL	10	

YL= YEAR LONG

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

Optional modules which do not meet the minimum number of students requirement may not be offered.

Students can enter the course in October or January

## ENTRY REQUIREMENTS

The minimum entry requirements are:

> A score of 16.5 in the Apolytirion or High School Certificate grade of 82.5%, or 80 A' Level points (new Tariff system) in relevant subjects.

In addition, an IELTS score of 5.0 or equivalent is required.

	Semester	ECTS	
<b>YEAR 4</b>	<b>THREE COMPULSORY MODULES</b>		
	Contemporary Issues in Business	YL	10
	Business Strategy	YL	10
	Personal and Professional Development for Business	YL	10
	<b>THREE OPTIONAL MODULES</b>		
	<b>FINANCE</b>		
	Financial Management for Business	2	10
	Risk and Capital Markets	1	10
	International Financial Environment	2	10
	International Financial Economics	1, 2	10
<b>HRM</b>			
Evaluating HRM	YL	10	
Coaching and Mentoring	YL	10	
Learning and Development	YL	10	
<b>MARKETING</b>			
Introduction to International Marketing Management	YL	10	
Marketing of Services	YL	10	
Direct, Digital and Database Marketing	YL	10	
<b>OTHER OPTIONS</b>			
Europe and the World Economy	YL	10	
Web Content Management Systems	YL	10	
Enterprise Project	YL	10	
Dissertation	YL	10	
Student Initiated Module (SIM)	YL	10	

## 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.