



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.

YEAR 1

MODULES	SEMESTER	ECTS
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 MODULES		
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

MODULES	SEMESTER	ECTS
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 Business Start-up	2	10

YEAR 3

MODULES	SEMESTER	ECTS
COMPULSORY		
Management of Operation	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	SEMESTER	ECTS
Work Placement	YL	60*
International Study	YL	60*

*notional credits

YEAR 4

MODULES	SEMESTER	ECTS
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:

- > 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.
- > Internationally Recognised Certificate of English Language knowledge equivalent to B1-B2 Level of the Common European Framework.