

BA (HONS) BUSINESS & MANAGEMENT



STUDY MODE

Full time

DURATION

3 Years

TUITION FEES PER YEAR (GBP)

7,500

ENTRY REQUIREMENTS

- 96 UCAS Points; or
- 3 A-Levels with at least a grade C; or
- Any other equivalent qualifications.

AWARDING INSTITUTION

University of Suffolk (UK)

APPLICATION

Complete and submit the application form online.

Once your application is processed and you are offered a seat on the programme, a deposit of GBP 100 must be paid to secure your seat.

PAYMENTS

Payments can only be made by bank transfer or credit card (a link will be sent for payments by credit card).

The BA (Hons) Business & Management course is designed to provide students with a programme of study relevant to the commencement and development of a career in general management across a wide variety of sectors and within an array of organisations from small businesses to large multinationals. It provides opportunities to study general management across a broad area of businesses. The course brings together a diverse team of teaching staff who collectively offer many decades of management experience and help to bring theory to life in the classroom.

Learning Outcomes

Upon successful completion of this course, graduates will be able to:

1. Develop knowledge and critical appreciation and understanding of a broad range of locally and globally inter-related Business & Management issues.
2. Demonstrate and develop a capacity to develop and apply creative and own perspectives and approaches to appreciate, understand and deal with uncertainty and complexity on a local and global level.
3. Develop the capacity to critically evaluate, assess and interpret ranges of alternative innovative solutions using a range of digital and traditional sources relevant to the contemporary workplace.
4. Demonstrate and develop a relevant range of enterprising, cognitive and intellectual skills specific to Business & Management.
5. Develop effective interpersonal and digital communication skills to formulate, communicate and disseminate information in an appropriate manner suitable for a range of audiences.

Course Structure

Year 1

- Leadership and Organisational Behaviour
- Principles of Digital Marketing
- Accounting for Business
- Economics for Business
- Managing Business Data
- Understanding the Entrepreneurial and Innovative Spirit

Year 2

- Future of Business Technologies
- Corporate Finance
- Marketing Communication Strategies
- Managing Strategic Change
- Extended Project


Year 3

- Career and Professional Development
- HRM Practice for Business
- Business Ethics
- Globalisation, capitalism and growth
- Data and Decision Making
- Consumer Behaviour



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