

# B.A. (Hons) Business Management

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The BA (Hons) Business Management award recognises the integrated nature of business and the importance of an holistic approach to business management. The award requires students to understand the context, nature, role and significance of management activities undertaken by business managers in a range of organisations. Students will be encouraged to develop well-researched, logical and integrated solutions to multi-faceted problems in uncertain and dynamic contexts. This award also offers students a vocationally relevant degree which will enable them to become operationally effective in a management role as quickly as possible.

## Admission Requirements

The qualifications required for admission are 2 Passes at GCE (Advanced Level) Examination and 5 Passes inclusive of a Credit Pass for English at GCE (Ordinary Level) Examination, **or** successful completion of the APIIT Degree Foundation Programme. Those with additional qualifications may receive advanced entry to higher levels of the programme. (Please contact Student Admissions Office for details.)

## Programme Structure

The programme consists of lectures, tutorials, group discussions, individual/ group presentations, industrial visits, video presentations and case studies and a series of research projects. These are intended not only to develop students' practical skills and application of management techniques in the business, but also to develop their ability to work efficiently in a group or independently in a disciplined and structured environment.

Students are required to undertake a project as part of the training. The project requires students to design and carry out research into a business problem.

### Level C:

The Level C is a one-year full-time programme, and comprises the following modules:

- Business Skills 1
- Business Skills 2
- Legal Environment of Business
- Managing People and Performance
- Introduction to Business Accounting
- Business Environment 1
- Marketing Principles
- Personnel Management in Practice

### Level I:

The Level I is a one-year full-time programme, and comprises the following modules:

- Critical Reasoning
- Business Environment 2
- Operations Management
- Business Project Management
- Managing Organisations
- Managing Financial Information
- International Business
- Interactive & E-marketing

### Level H:

The Level H is a nine-month full-time programme, and comprises the following modules:

- Research Methods
- Strategic Management
- Enterprising Management
- Managing & Leading Change
- Risk Management
- Contemporary Management Issues
- Employment Relations and the Management of Conflict
- Project

## Career Opportunities

Graduates can embark on a wide range of careers in business management. Graduates may choose to focus on a specific business area such as marketing, finance or human resources management or move into general management.

\*The above syllabus details are subjected to be updated.



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