

B.A. (Hons) Business Administration

The B.A. (Hons) Business Administration is a three-year full-time (4 ½ year part-time) programme. The demand for graduates of Business Administration who have managerial skills and theoretical knowledge of business is increasing in the increasingly competitive business environment. This programme is designed to help you achieve this advantage and provides a broad understanding of the nature of the business and develops competencies in technology driven business, multi skills in business operation and leadership skills.

Admission Requirements

The qualifications required for admission are 2 Passes at GCE (Advanced Level) Examination and 5 Passes inclusive of 2 Credit Passes for English and Mathematics at GCE (Ordinary Level) Examination, **or** successful completion of the APIIT 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, 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 1 (Diploma)

The Level 1 (Diploma) is a one-year full-time programme (1 ½ years part-time). Level 1 comprises the following modules:

- Business Economics
- Organisational Behaviour
- Legal Framework
- Marketing
- Business Statistics
- Accounting
- Business Operations
- Buyer Behaviour
- Financial Management
- Macroeconomics
- Managing Services
- Managing Information Systems

Level 2 (Degree)

The Level 2 is a one-year full-time (1 ½ years part-time) programme. Level 2 comprises the following modules:

- Managing Organizations and People 1
- Managing Organizations and People 2
- Accounting & Financial Information 1
- Marketing in Practice
- Networking and Security
- Managing Customer Value
- Accounting & Financial Information 2
- International Business

Level 3 (Degree)

The Level 3 is a nine-month full-time (1 ¼ years part-time) programme. Level 3 comprises the following modules:

- Strategic Management
- Research Methods
- Integrated Marketing Communications
- Decision Making
- Investigations
- Interactive & E-Marketing
- International HRM
- Strategic Entrepreneurship and Innovation

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.



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