

BA (Hons) MANAGEMENT

Specialise in: Business, Finance, Accounting, Marketing, IT, Hotel & Tourism



EUROPEAN
UNIVERSITY *of* BUSINESS



Supported by Industry

BA (Hons) in Management

Specialise in: Business, Finance, Accounting, Marketing, IT, Hotel & Tourism



Introduction

The **BA (Hons) Management** course is designed to give students the opportunity to specialise in a chosen management field. Students can major in Accounting, Information Technology, Marketing, Logistics, Finance, Entrepreneurship, Hotel and Tourism.

The mixed methodology of teaching allows students to research and develop creativity in addition to the in-class practice and the field visits to multi-national companies.

Year 1:

- Operations Management
- Introduction to Management, Ethics and Business
- Psychology, Logistics Management
- Employability Skills
- Interpersonal Communication, Health & Safety, Physical
- Education, Academic English
- Marketing Principles
- Introduction to Marketing, Advertising and Digital Media
- Economics and Business Sustainability
- Mathematics, Microeconomics, Basics of EU
- Financial Accounting
- Introduction Finance, Management Accounting
- E-commerce
- Information Technologies

Year 2 :

- Business Start-up
- Marketing Communication, Statistics
- Change Management
- Organisational Science
- Entrepreneurship in Digital World
- Entrepreneurship Management
- Management Information Systems
- IT in Management, Financial Accounting Systems
- Human Resource Management
- Introduction to Employment Law
- Business Law
- Intellectual Property Rights

Year 3 :

- Business Project
- Project Management, Organisational Behaviour, KPI and TQM
- Supplychain Management
- Logistics
- International Trade
- Financial Services
- Banking
- Managing Money
- Leadership
- Business Development

Aims - meeting the new challenges of the business world:

- To allow students to explore how orthodox approaches to business management are being affected by business transformation.
- To provide an environment where students can develop enhanced approaches to solving problems.

Objectives - a unique practical learning experience:

- To analyse and critically evaluate the issues and problems faced in new and existing businesses.
- To participate in active discourse on the adoption of innovation and how management can analyse and develop its impact on the changing context of business.





Teaching & Learning

- To critically evaluate an organisation's existing information systems and be able to propose the adoption of new ones.
- To elaborate the innovation requirements and facilities for remote, distributed electronic communications.
- To design, develop, enhance and implement existing and new business practices that will enable an organisation's growth.

Admission Criteria:

Candidates for admission should hold the following:

- Intermediate Qualification
- British English Language Testing (Entry Exam) or Equivalent English Test Certificate

Applications from mature students with 5 years work experience are welcomed.

The programme aims to develop an approach to learning which encourages you to "transform" and analyse critically rather than simply to "reproduce" the theories and ideas to which you are introduced. Overall the intention is to enable you to develop as someone who is proficient in the acquisition of the relevant knowledge and skills in the various fields of management, and who is committed to a critical understanding of your own learning and potential professionalism.

A variety of teaching methods will be used and you will be expected to lead discussions based on your own research activities and to work in tandem with colleagues to present information and solutions to case problems. At all times you will be encouraged to reflect on, and take responsibility for, your own learning. The tutorial and seminar groups are a key component of the programme and aim to help you to analyse the underlying principles and practices of management.

Attendance mode:

Full-time: A degree studied in this mode will normally take three years to complete.

Part-time: A degree studied in this mode will normally take four years to complete.



"Achieving the top result has been due to the overwhelming support by the lecturers. I am grateful that I was given the opportunity to participate at the EUB industry partnership event"



"It has been very rewarding and exciting at the European University of Business. I have learnt many aspects of practice and theory in management"



INDUSTRY PLACEMENTS

SAP, KPMG, McKinsey, Google, Allianz Worldwide, DaimlerChrysler, Deutsche Bank, Deutsche Telekom, E.ON, Deutsche Post, BMW Group, Volkswagen Group, BASF Group, Commerzbank, Bayer Group, Metro AG, HVB Group, ThyssenKrupp Group, Eurohypo, Continental.



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