

BACHELOR BRITANNIQUE/ IVOIRIEN

BA BUSINESS MANAGEMENT

BA BUSINESS MANAGEMENT

OBJECTIFS :

Our Business Management degree is designed specially to allow you to develop the kind of effective managerial behaviour that is desired within many different organisations. Today's changing business environment means that it's vital to be able to bring more than just academic knowledge to a company. We want to make sure that you'll gain the important knowledge and skills employers are looking for. With our practical approach to teaching, you'll also get to develop transferable skills such as research, presentation, critical analysis, problem solving, team work and entrepreneurship.

Program Structure

FOUNDATION YEAR (IF APPLICABLE)

- Introduction to Finance
- Introduction to Marketing
- Introduction to Human Resource Management
- Introduction to Management
- Numeracy Skills for Business
- Academic and Report Writing

YEAR 1: 31 STUDY WEEKS

- Essentials of Management
- Academic and Professional Skills
- Principles of Marketing
- Accounting and Finance
- International Business Environment
- Managing and Leading People

YEAR 2: 30 STUDY WEEKS

- **Leading Change**
- **Corporate Responsibility in a Global Context**
- **Economics, and Global Trade**
- **Personal and Professional Development**
- **Information and Resource Management**
- **Financial Management**
- **Personal Finance**
- **Contemporary Human Resource Management**
- **International Human Resource Management**
- **Customer Behaviour**
- **Marketing Communications in the Digital World**

YEAR 3: 30 STUDY WEEKS

- Global Leadership
- Strategic Management
- Dissertation, Sector Project or Sector Internship
- Creativity, Innovation and Entrepreneurship
- Effective Managerial Decision Making
- Financial Risk Management
- International Digital Marketing
- Strategic Human Resource Management

Class Profile

UCW is home to students from many different countries around the globe. Communicating with fellow students and sharing experiences can further enhance your learning experience.

Conditions of admission

baccalaureate ,first and second trimester report cards

Learning Methods

OUTLETS:

After graduating you'll have a variety of career options available to you, including roles such as a management consultant, business analyst, operations manager, or an entrepreneur.

