BACHELOR BRITANNIQUE/ IVOIRIEN
BSC DIGITAL BUSINESS MANAGEMENT

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OBJECTIFS:

The BSc (Hons) Digital Business Management is a business degree designed for the modern world. As our lives become ever more digital, the business world is evolving to remain at the cutting-edge, with many businesses leading the way in innovation and new technologies or practices.

With this course you can learn about the exciting, diverse ways that digital business models are shaping the future of the corporate world, and how you can become a part of the ever-expanding field of digital business management.

Program Structure

Courses structures
Foundation Year
You can also choose to take a Foundation Year before you start your degree. This introductory year focuses on developing an understanding of the business sector and the key skills required to undertake the three year degree. The Foundation Year involves studying six modules to develop necessary skills and introduce you to key concepts to enable progression onto our three year Business degrees.
Entry requirements for the Foundation Year are different than for our three year degrees..

FOUNDATION YEAR IF APPLICABLE

- Introduction to Finance
- Introductio to Marketing
- Introduction to Human Resource Management
- Introduction to Management
- Numeracy Skills for Business
- Acadeand Report Writing

YEAR 1 :31 STUDY WEEKS

- Essentials of Management
- Financial Accounting
- Principles of Marketing
- Introduction to Digital Marketing
- Digital Ethics
- The Digital Enterprise

YEAR 2 :30 STUDY WEEKS

Compulsory modules

- Digital Marketing Analytics
- Project Management
- Working in a Virtual Team
- Persona and Professional Development

Elective modules (choose two)

- Corporate Responsibility in a Global Context
- Economic and Global Trade
- Financial Reporting
- Finance Introduction to Taxation (UK)
- Leading Change
- Management Accounting for Business

YEAR 3 :30 STUDY WEEKS
Compulsory modules

- Global Leadership
- Digital Innovation
- Collaborative Tools (AR / VR / HR)

Elective modules (choose one)

- Sector Specific Project
- Sector Internship
- Dissertation

Class Profile

All University Canada West degree programs are offered on campus and online. UCW is home to students from more than 42 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