

BSc (Hons) Business Administration in General Marketing HRM International Business

The Department of Business and Management at St. Martin's offers a portfolio of BSc business degrees, well known as the "Bachelor in Business Administration", or BBA. The degrees are offered in conjunction with the University of London; one of the leading universities in Europe and a world-class federation of 19 university colleges.

The BBA is being offered in conjunction with the Royal Holloway (one of the University of London's leading colleges). Internationally known for its high standings in modern business research and practical/international business orientation.

Who is it for?

- If you wish to work at any level, or area of management in an organization, large or small, local or multinational.
- If you are involved in running a business, or own a business, or wish to open up a business.
- If you are currently working and would like to develop your academic and professional skills further.

Features of the Degree

These degrees provide a solid understanding of the different functional areas of a business organization and the competitive environment within which it operates in this dynamic world. The degrees provide an excellent foundation for a career and further studies.

The degrees are designed to develop in the student top analytic and critical thinking skills, a holistic understanding of the business environment in this turbulent world, and the soft skills that students need so badly to consolidate their position as managers and leaders.

Year ONE (amounting to 4 Full Units)

BBA0010: Management & the Modern Corporation*

BBA0020: Accounting for Management

BBA0030: Business Analysis Decision Making*
(half unit)

BBA0040: Business Statistics (half unit)

BBA0050: Business Study Skills and Methods*
(half unit)

BBA0060: Management and Communication Skills
(half unit)

* Access Route

Year TWO (amounting to 4 Full Units)

BBA0070: Strategic Management

BBA0080: Marketing Management

BBA0090: Human Resource Management

BBA0110: Management Information Systems

Year THREE (amounting to 4 Full Units)

BBA0130: Modern Business in Comparative Perspective

BBA0180: International Human Resource Management

BBA0165: Advertising and Promotional in Brand Marketing

Special unit for BBA General:

BBA0250: Innovation Management

Special unit for BBA Marketing:

BBA0170: Consumer Behaviour (half unit) and

BBA0150: Marketing Research (half unit)

Special Unit for BBA HRM:

BBA0190: Managing Organizational Change (half unit) and

BBA0200: The Individual at work (half unit)

Special Unit for BBA International Business:

BBA0210: European Business (half unit) and

BBA0220: Multinational Enterprise (half unit)

A student must complete a total of 12 full units the choice of which is regulated by the rules & regulations governing the degree of choice.

The **BSc (Hons) Degrees** are offered to students under the International Programmes of the University of London. The Lead College of this degree is the **Royal Holloway**. **St Martin's Institute of IT** is an Affiliate Centre of the University of London, offering tuition on full time and evening basis.

Further information may be obtained from;
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OF LONDON**

**INTERNATIONAL
PROGRAMMES**

**AFFILIATE
CENTRE**