Bachelor of Arts with Honours Business Administration

Module Details

Business Analysis
This module provides students with the appropriate analytic techniques required to examine the economic and strategic business environment. It includes analysis of both the macro and micro economic environment, developing skills required for strategic planning and developing business plans.

Business Management
This module has been designed to enable student involvement with real business issues. Students work in small teams to produce one or more consultancy style reports. It includes an introduction to the consultancy process, the application of strategic analysis and the writing of business reports.

Financial Management
This module will help students understand the need for effective management of working capital and foreign exchange risk, how managers take account of various factors affecting investment appraisal, how businesses raise long term finance; and calculate the cost of capital, understand the meaning and implication of an “efficient market”, employ the various techniques to value a business and to understand the different methods of corporate restructuring.

International and Comparative Human Resource Management
This module introduces students to the implications of globalisation in Human Resource Management (HRM) and labour, in particular the problems confronted by MNCs such as how culture and cultural diversity impacts HR and the MNCs, and HRM systems in a range of different national context are also considered.

Marketing Management
This module provides students with an understanding of the essential elements of the marketing management process. It explores the development and implementation of marketing strategies in business organisations, and the relationship between marketing and other functional areas of management.

Current Issues in Management
This module exposes students to current debates within the field of business and management. The content is fluid as it draws upon contemporary case studies, technological innovation, government legislation and philosophical, ethical and environmental debates.