



BUSINESS ADMINISTRATION

BACHELOR, 3 YEARS

Business Administration

Bachelor, 3 years

Our Bachelor in Business Administration is a general course which will increase and refine your business acumen and your strategic management skills.

This course has been designed by professionals with vast experience in the industry, making sure that, by the end of the course, you will have developed your strategic thinking and planning so as to defend market share locally and seek competitive advantages in world markets.

Moreover, you will have acquired the skills to define clear approaches to strategic management, learnt to understand the importance - and use - of technology in the modern business world, and become an effective manager capable of working across different organisations and nations.

The Cyprus Institute of Marketing (BVI) BSc in Business Administration emphasises strategy formulation and implementation. We put particular emphasis on developing individuals' capacity for identification and analysis of: external environmental factors; internal strengths and weaknesses; economic, social, political and technological trends.

One of our distinguishing features is that at the end of each year of our three-year Bachelor programmes we award separate certificates. This ensures that even if you start a degree and opt out a year in, you will still have left with a certificate in your hand.

On successful completion of Year 1, you will be awarded the Diploma in Marketing Management.

On successful completion of Year 2, you will be awarded the Advanced Diploma in Business Administration.

Finally, upon successful completion of Year 3, you will be awarded the Bachelor of Science in Business Administration.

Core Modules for each year

Year 1

1. Marketing Management
2. Economics
3. Business Organisation
4. Statistics
5. Business Law
6. Business English

Year 2

1. Financial & Management Accounting
2. Consumer Behaviour
3. Human Resource Management
4. Computers & Information Systems
5. Case Study Analysis
6. Practice of Marketing

Year 3

1. Marketing Communications
2. Executive Skills
3. Public Relations
4. Marketing Planning & Control
5. International Marketing
6. Case Studies

Assessment

Written exam (unseen) - 100%