



BACHELOR, BA

Bachelor of Business Administration (Hons) **APEL.C OPTION**

The programme is designed to provide students with the knowledge, skills and competencies required to excel as managers and executives in the challenging world of business administration and management. It is a unique programme that integrates the fundamentals of business knowledge, business skills and management capabilities that will ensure our graduates to be most appreciated at the global workplace. The programme is aimed at maximum flexibility and to expose students to business from a global perspective.

PROGRAMME DELIVERY

LEARNING MODE

PART-TIME LEARNING MODE Blended Learning

1. Face to Face Learning
2. Self-Managed Learning
3. Online Learning Fully Online Learning

DURATION

3 years (10 semesters)

ASSESSMENT

Coursework 60%

Final Exam 40%

- The programme is internationally benchmarked, approved by QUALIFY Approved Centre & WQA and accredited by the L'organisme d'accréditation européen,
- Interactive learning activities, assignments, online discussions
- Easy access to mobile app anytime, anywhere, any device
- Access to the physical and digital library comprising of around 250,000 e-books, 112,000 e-journals, and 3 million e-theses titles accessible anywhere anytime

[ucastBA333GD/UN44sSg/](https://www.uaswb.cz/ucastBA333GD/UN44sSg/)



CORE MODULES



FOUNDATION

1. Principles of Management
2. Business Mathematics
3. Office Application Software
4. Introduction to Financial Accounting
5. Principles of Marketing
6. Business Statistics
7. Microeconomics
8. Introduction to Finance
9. Human Resource Management
10. Macroeconomics
11. Organisational Behaviour
12. Operations Management
13. Business Law
14. Management Information System
15. International Business
16. Business Research Method
17. Strategic Management

CONCENTRATION AREAS

1. Marketing & E-Commerce
2. Accounting & Finance
3. Business Information System
4. Web 3.0

ELECTIVE MODULES

BUSINESS:

1. Service Quality Management
2. Business Communication
3. Event Management
4. Record Management
5. Project Management

GENERAL:

1. Academic Writing
2. Comparative Ethics
3. Social Responsibility Project
4. Fundamentals of English Grammar
5. The Web Economy

LEARNING OUTCOME

- Evaluate theories and concepts in business studies.
- Communicate creative and innovative ideas effectively.
- Apply critical thinking skills for decision making.
- Display innovative entrepreneurial skills.
- Demonstrate leadership, teamwork, communication and social skills in accordance with ethical and legal practices.
- Apply the skills and principles of lifelong learning in their academic and career development.