



BA (Hons) BUSINESS MANAGEMENT

The BA (Hons) Business Management course covers a broad range of management topics and is designed to give an overview of how businesses work, and how managers can affect and improve business performance. Core modules on the course will ensure that you develop a good understanding of basic principles, important elements of management, leadership and strategy and develop skills that will support your employment or further study after you graduate.

The course has been designed to support your future career ambitions – each module will require you to learn and apply ideas and to develop skills that will be useful to you in your future work. Students that graduate from the business management course take with them a broad range of skills and knowledge that can support careers in multi-national companies, small business, family firms, the public sector, charities or help those who want to start their own company.

Learning Outcomes

Upon successful completion of this course, graduates will be able to:

- Demonstrate familiarity with a core set of underpinning business concepts.
- Access descriptive information and data – primarily from sources suggested by the course team.
- Apply concepts, information, and data to analyse real-world scenarios using a structure provided to you by the course team.
- Compare and contrast business concepts of increasing complexity, including those at the forefront of current research and debate.
- Manage and critically examine information and data across interdisciplinary boundaries – including from sources that you have found for yourself.
- Use concepts, information, and data to propose solutions to real-world scenarios, guided by structures provided to you by the course team.
- Reflect on your growing understanding of your knowledge and skills in relation to potential graduate career paths, making use of your workplace experiences.
- Make use of an emerging understanding of sustainability issues to examine business or organisational performance.
- Evaluate business concepts and trends, including those that are complex and at the forefront of current research and debate.
- Synthesize and critically examine information and data drawing on sources that you have found for yourself.
- Justify creative solutions to real-world scenarios using a range of concepts drawn from across disciplinary boundaries, information, and data.
- Discuss your university experience in terms of evidence of graduate attributes relating to your chosen graduate career.
- Utilise an in-depth understanding of sustainability issues to design and make recommendations to improve business performance.
- Formulate, justify and evaluate a project which demonstrates the value of well-designed research to business practice.

RUSHMORE BUSINESS SCHOOL

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STUDY MODE

Full Time / Part Time

DURATION

3 Years

TUITION FEES PER YEAR (RS)

175,000

ENTRY REQUIREMENTS

· 3 A levels and 1 Subsidiary level

or

· 2 A levels and 2 Subsidiary level (HSC)

or

· 3 A levels at London General Certificate Exams

· Applicants holding a Higher National Diploma in Business, Diploma in Management or equivalent may join the final year of the programme (Advanced Entry).

HOW TO APPLY

Complete and submit the attached application form along with:

- two passport photos,
- a copy of your national ID
- a copy of your birth certificate
- copies of all your academic transcripts and certificates
- an application fee of Rs 1000

Your application may be submitted in person at Rushmore Business School's Registry

or

You may send us a scanned or electronically-filled copy of your application (along with the relevant documents) and settle the application fee via bank transfer.

Awarding Institution

University of Suffolk (UK)

Course Structure

Year 1

- Leadership and Organisational Behaviour
- Principles of Digital Marketing
- Accounting for Business
- Economics for Business
- Managing Business Data
- Understanding the Entrepreneurial and Innovative Spirit

Year 2

- Career and Professional Development
- HRM Practice for Business
- Business Ethics
- Globalisation, capitalism and growth
- Data and Decision Making
- Consumer Behaviour

Year 3

- Future of Business Technologies
- Corporate Finance
- Marketing Communication Strategies
- Managing Strategic Change
- Extended Project

