



BSc in Business Management

Faculty: Management

Program Code: 1022

Minimum Years: 4 years

Entry: January & June

Program Structure:

YEAR 1

1. Principles of Management
2. Principles of Marketing
3. Introduction to Information Systems
4. Introduction to Operations Management
5. Introducing Strategy
6. Introduction to Accounting

YEAR 2

1. Business Communications
2. Business Math & Statistics
3. Business Law
4. Management Information Systems
5. Principles of Marketing
6. Business Economics
7. Accounting & Finance
8. Innovation & Creativity

YEAR 3

1. Financial Management
2. Operations Management
3. Total Quality Management
4. International Marketing Management
5. Organizational Behavior
6. Human Resource Management
7. Strategic Management
8. Global Business Management

YEAR 4

1. Advanced Financial Management
2. Value Management for Businesses
3. Strategic Management
4. Total Quality Management
5. Innovation & Creativity
6. International Business
7. Strategic Marketing
8. Research Methodology
9. Capston Project / Thesis