

# BA (Hons) Business Management

The BA (Hons) Business Management course seeks to provide an academic experience with a strong emphasis on development of the business knowledge, skills and capabilities appropriate to the rapidly changing global, cultural and technological business environment. The course aims to develop an enquiring, critical and reflective approach to ideas and issues, enabling successful graduates to contribute proactively to the world of private business to public or 'third' sector organisations, to the main business-related professions to self-employment, and to the wider society within which businesses operate. The degree works collaboratively to apply a cross-cultural perspective on the operational and strategic position of organisations and critically examine policies and strategies that managers may adopt to help organisations adapt in increasingly complex internal and external environments in a global context.

## Entry Requirements

Students must possess minimum five passes in GCE O/L with Credit passes for Mathematics and English in local syllabus and Three GCE A/L passes, with a minimum of 12 points in non-science subjects

or

Foundation Certificate in Higher Education from IIT

or

Other recognised equivalent qualification formally accepted by the University of Westminster

## Course Modules

### Core Modules

- Global Business Environment
- Analysing and Managing Information
- Accounting and Finance Fundamentals
- Marketing Principles
- People and Organisations

### Optional Modules

(One module to be selected)

- Business Mathematics
- Academic English

**Award Certificate of Higher Education at the completion of 1st year**

## Year 2 - Level 5

### Core Modules

- Operations and Digital Business
- Managing and Leading People
- Business Decision Making
- Professional Practice

### Optional Modules

(Two modules to be selected)

- Business Ethics and Corporate Social Responsibility
- Project Management
- Web-enabled Business
- Entrepreneurial Practice

**Award Diploma of Higher Education at the completion of 2nd year**

## Year 3 - Level 5 Industry Placement

A 12-month placement between 2nd and 4th years. Working with industry in a real-life situation is invaluable in giving you professional skills as well as raising your confidence and will help to prepare you for a future career. Furthermore, it helps you reflect on your theoretical knowledge and be more aware of how theories are been applied in practice. You also will be getting the advantage to engage with external professional practitioners.

## Year 4 - Level 6

### Core Modules

- Global Strategic Management
- Sustainable Business
- Innovation and Creativity
- Current Themes in Business and Management

### Optional Modules

(Two modules to be selected)

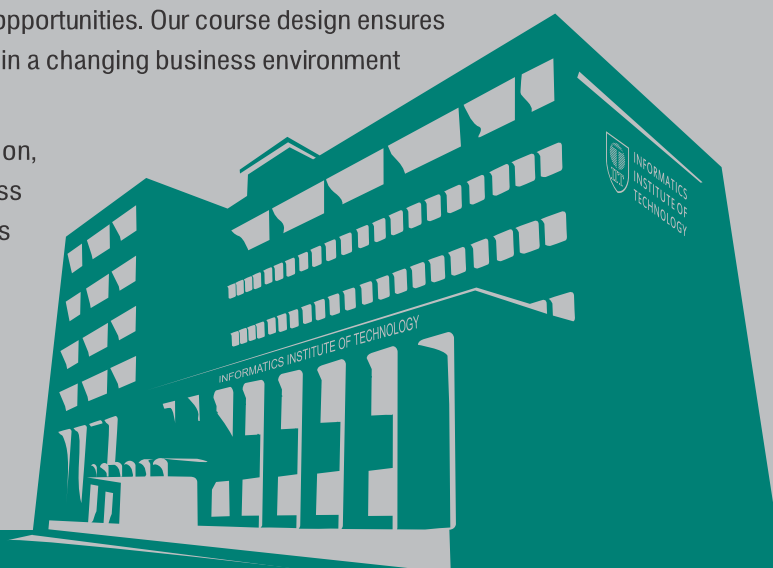
- Digital Analytics
- Social Media for Business
- Global Accounting and Multinational Enterprises
- Interactive and Digital Marketing
- Professional Experience

## Associated Careers

One of the defining aims of all our courses is for our graduates to achieve and sustain satisfying employment related to their subject of study. We are confident that the subject content of all our courses is profoundly relevant to long-term employment opportunities. Our course design ensures that the skills, knowledge and expertise that you will need in a changing business environment are identified as module learning outcomes.

Typical career opportunities include Administration, Research, Process and Operational Control, Business Analytics in the fields of Marketing, HRM, Operations Management, Financial Management in a vast range of industries ranging from manufacturing to service industries globally.

**Duration - 4 Years (Full Time)**



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