



# DEGREE



## BSc (Hons) in Business Administration, delivered online by NCC Education, Validated and Awarded by the University of Wales\* HE Level H (Honours), National Qualifications Framework (NQF) Level: 6



University of Wales  
Prifysgol Cymru

### Overview

The BSc (Hons) in Business Administration, delivered online by NCC Education and validated and awarded by the University of Wales covers the scope of international business. It includes modules preparing the students for work or postgraduate study in the areas of Management, Accounting, Marketing and Finance.

On completion of the degree, students will have the knowledge and understanding required at various levels in an international working environment, as well as the skills required to research, analyse and manage business relationships. Alternatively students may develop further through postgraduate study. The programme is delivered using online technologies.

The final year online top-up programme is a natural progression from the NCC Education International Advanced Diploma in Business, currently offered by NCC Education as part of the International Degree Journey.

### Entry Requirements

On entry a student will have at least one of the following:

- The NCC Education International Advanced Diploma in Business (IADB) with the following conditions:

Students must have obtained a mark of at least 50% at first attempt in half the credits of the programme and a mark of 40% in the remaining credits.

### Programme Structure

The programme is made up of eight 15-credit modules, each of which requires an average of 150 hours of study. Modules consist of weekly video lectures, tutorial exercises and live chat sessions with subject experts. Students also interact with other students from around the world and with subject experts through discussion forums.

In normal full-time delivery, the programme is delivered in two 15-week semesters (12 teaching weeks) in which four modules are studied. Part-time students study two modules per semester over four semesters.

- **Business-to-Business Marketing** – focuses on the scope and nature of marketing to businesses, with particular focus on the development of business marketing strategy and the analysis of issues that face business marketers. Students will study areas such as developing and maintaining customer relations, relationship marketing, customer satisfaction, services marketing, consumer and industrial buyer behaviour, personal selling and ethical marketing conduct.

- **Business Systems Analysis and Decision Support** – aims to extend the students' skills in the analysis of a business from qualitative and quantitative perspectives.
- **International Marketing Strategy** - compares and contrasts export, international and multinational marketing. Upon completion students will be able to differentiate between the marketing policies appropriate to industrialised, developing and underdeveloped economies. This module also aims to identify the sources of information, methods of information collection and of information analysis suitable for international marketing planning.
- **Management of Financial Control** - aims to enable students to further develop the key skills necessary for use in the financial management of organisations and builds upon the learning outcomes of finance modules studied on the IDB and IADB programmes. This module emphasises the acquisition and application of skills and knowledge for planning, decision making and control within an organisation. It provides the underpinning skills and knowledge for postgraduate and professional studies.
- **Management and Organisations** – covers the analysis of effective management in organisations with emphasis on the functions of management and the behavioural processes of change, conflict, leadership, motivation, communication, innovation, and group dynamics.
- **Research Methods** – aims to introduce students to the methods and techniques used in business research, with particular reference to the use of academic literature. The skills learned here will be used across all modules in the programme.
- **Strategic Management** – focuses upon strategic analysis by using techniques to analyse the position of a company in both its actual and potential marketplaces. The approach adopted encourages students to question and evaluate different perspectives of strategic management.
- **Strategic Operations Management** – gives students an insight into the importance and management of the production process within companies. The module will consider the elements required for successful strategic operations management and achieving efficient production.



