

General Manager/ Managing Director
Logistics and Distribution Manager
Business or Management Consultant
Project Manager and Risk Manager

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Enquiries

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Why Business Management?

A bachelor's degree in Business Management will provide you with a holistic picture of a business and equip you with the skills and knowledge applicable to all facets of a business of all sizes (from start-ups to multinational companies) and how to improve and bring value to a business. As such, whatever you want to do in the end, whether starting your own business or working in the corporate world, you will be responsible for planning, organising, leading, and controlling the organisation.

Business Management students are exposed to a wide variety of modules such as basic financial management, entrepreneurship, general management, strategic management, supply chain management, market research, digital marketing, strategic marketing, and small business management.

This combination of modules provides graduates with competencies that are flexible enough to enable them to pursue careers in diverse fields. Upon completing a degree in Business Management, you will be exposed to various career options and different managerial roles and responsibilities.

Major Undergraduate Modules

- General Management
- Entrepreneurship
- Small Business Management
- Strategic Management

- Market Research
- Basic Financial Management
- Business Functions
- Strategic Marketing
- Digital Marketing

Major Postgraduate Modules

- Financial Management for Non-Financial Managers
- Project management
- Research Report and Business Statistics
- Consumer Behaviour
- Venture Creation
- Analytical Decision Making

Course requirements

MINIMUM ADMISSION REQUIREMENTS

- 50% Language of instruction
- 28 AP points
- 40% Mathematics

National Benchmark Tests (NBTs) for academic literacy test, Quantitative literacy test and mathematics tests must be written.

Possible career paths

Possible career options include but are not limited to:

- Business Analyst,
- Business Account Manager