



# BA (Hons) Business Management (Marketing)

Year 2 & 3 of a 3 Year Degree

This exciting and innovative general business programme, with a specialism in Marketing, is designed for students who want to embark on an in-depth study of Business, Management and Marketing to develop analysis and evaluation skills that can be applied to real-world situations. The course is designed to allow students to develop an awareness of modern business and marketing practice through practical activities which equip them with an holistic understanding of how an organisation functions, and how the functional areas of a business work together with marketing to achieve organisational aims.

A practical and practice-based programme, this course will equip students with the agile, reflexive and critical thinking skills which are vital for success in modern organisations. The course is based around four core pillars of digital business, sustainable business, innovative business and responsible business and students will explore the functional areas of business through these themes giving them an immersive experience which will result in a thorough understanding of the challenges and opportunities faced by organisations in the 21<sup>st</sup> century.

The course aims to supply future managers and professionals to various business and management sectors as well as to provide key knowledge, skills and attributes that are vital to modern organisations. Potential graduate careers include advertising, public relations, marketing and market research, business strategy and operations, small business management and start-up, business analytics, digital marketing and information management.

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**Study Options**  
Full Time or Part Time

**Duration**  
2 Academic Years  
or 4 Academic Years (Part Time)  
240 CATS (120 ECTS)

**Assessment**  
Assessment through examinations  
and coursework assignments

**Entry Requirements**  
Level 4 Business/Management Award  
Higher National Certificate Business  
NCC Diploma in Business  
English Language Certification

**Location**  
STC Higher Education  
Block D, Giorgio Mitrovich  
Street, Pembroke, Malta