



## BA (Hons) Business Management

### Year 2 & 3 of a 3 Year Degree

This exciting and innovative general business programme is designed for students who want to embark on an in-depth study of Business and Management to develop analysis and evaluation skills that can be applied to international real-world situations. The course prepares students for a professional career in business and management by developing knowledge and understanding of the various functional areas of business, including management, marketing, human resources, finance and operations management within a global context.

Entrepreneurship and reflexive thinking skills are at the heart of this general business management programme. 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 personnel and human resource management, marketing and market research, business strategy, small business management and start-up, business analytics, digital business and information management.

**Apply now:**  
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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 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

# UNLOCK YOUR TRUE POTENTIAL

## Year 2 of Degree

### Customer Acquisition and Retention

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This module explores the customer journey from prospect or enquiry to loyal customer or advocate. Students will learn about the marketing strategies and tactics involved in attracting new customers and keeping them. They will also gain practical experience of planning and designing marketing campaigns designed to attract, win and retain customers.

### The Professional Manager and Leadership

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The aim of this module is to develop students' understanding of management and leadership principles, and to explore the influence that various leadership and management approaches have on key Human Resources Management functions, including Change Management. Through the study of emerging leadership concepts, students will develop an appreciation for the development of self as a method to support others in their development.

### Operations and Project Planning

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This module will explore operations and supply chain management, as well as fundamentals of project management. The module aims at giving students the skills required to analyse contemporary issues facing business operations and supply chain. It also equips students with the skills of team working and communication in a project environment. Detailed study of management tools such as critical path analysis and PERT will be undertaken.

### Managing Finance and Accounts

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The aim of this module is to provide an introduction of a range of financial and accounting skills to the business students, which will help their understanding and managerial decision making skills. Learners will evaluate the organisation's financial statements, identify the principles for setting and managing budgets and understand finance within the organisation.

## Year 3 of Degree

### The Strategic Business

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This module will equip students with the knowledge required to make strategic decisions at both a corporate and functional level. Students will also develop the skills required to evaluate the success of implemented strategy. This will inform decision making at a corporate and functional level.

### Organisational Behaviour

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This module explores current knowledge around behaviour in contemporary organisations. The different areas are explored from both an individual employee and manager perspective. Students will engage with topics such as identity, power, gender, motivation, change and ethics. The aim of the module is to equip students with a fundamental grounding in Organisational Behaviour in order to help them develop as managers of the future.

### The Business Communicator

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The ability to effectively communicate with all internal and external stakeholders is key for business leaders. The business environment is in constant flux and it is important to be able to navigate this space, whilst building relationships and networks. This module will explore key communication and human resource theories and provide students with the tools to assess and develop their own communication skills.

### The Professional Project

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The Professional Project capstone module is an independent study unit. Students will be able to draw together learning from their previous subjects, focusing on key strengths, in the production of a business artefact. Alongside the artefact students will develop a written critical reflection, which is designed to elucidate their rationale for choice of artefact and reflect on the process of its production and dissemination.