

BSc IN BUSINESS ADMINISTRATION



ETAPA 1 (4 MÓDULOS)

- Foundations of quantitative methods for sustainable organisations
- Information systems and organisation studies
- Interpreting management, market and consumption
- International business and accounting

ETAPA 2 (4 MÓDULOS)

3 módulos obligatorios de Nivel 2:

- Employability and human resource management
- Strategic management and accounting
- Operations management and marketing strategy

Más de 1 módulo optativo de Nivel 2 entre:

- Managing organisational change and performance
- Marketing research and digital marketing
- The global economy and multinational enterprise

ETAPA 3 (4 MÓDULOS)

1 módulo obligatorio de Nivel 3:

- Integrating management: business in context, leadership and innovation

Más 3 módulos optativos de Nivel 2

- Consumer behaviour and global marketing
- Brands, branding and advertising
- International human resource management
- The individual at work and globalisation
- Emerging markets and Asia Pacific business
- European business and international competition

BSc IN BUSINESS ADMINISTRATION WITH MARKETING



UNIVERSITY
OF LONDON
RECOGNISED
TEACHING CENTRE



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BSc IN BUSINESS ADMINISTRATION WITH HUMAN RESOURCE MANAGEMENT



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BSc IN BUSINESS ADMINISTRATION WITH INTERNATIONAL BUSINESS



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