

BBA Major in Management

The Bachelor of Business Administration (BBA) majoring in Management focuses upon a range of generic management subject areas. Students enrolling on this degree will undertake an eclectic mix of management subjects, including business and economics, human resource management and international marketing in addition to a number of strategic management modules. Graduates of this degree will be in a position to apply for management roles from a wide range of international organisations including public, private and non-governmental organisations.

GSoM Taught Subject Modules

The Bachelor of Business Administration (BBA) programme starts with progressive learning of key elements of business management through 36 subject modules taught at Greenwich School of Management. Students with relevant, recognised experience or qualifications prior to their enrolment on the BBA programme may obtain credit transfers as detailed under 'Transfer of Credit Hours'. A minimum of five subjects must be studied each semester, but additional subjects may be available wishing to make fast track progress on the programme.

Semester Credit Hours

All modules on the BBA programme confer 3 semester credit hours, giving a total of 124 semester credit hours for the full programme. A minimum of 124 semester credit hours are needed to obtain a BBA degree from Northwood University.

Northwood Online Modules

In addition to the 31 modules taught at Greenwich, students must complete a total of 31 semester credit hours with Northwood University which require students to carry out their own analysis of reading matter selected by Northwood. These are normally completed in the UK within the duration of the programme. Student are required to submit work online to Northwood for assessment .

Transfer of Credit Hours

Credit hour transfers may be granted for relevant, recognised qualifications held by students prior to enrolment on the BBA programme. Credit hours may be granted for any of the 31 modules taught at Greenwich School of Management, but not for any Northwood Online courses.

Programme Duration

The full duration of the programme is 7 semesters without any credit transfers from previous qualifications. One semester is approximately four months long and students are required to study a minimum of 5 subjects each semester. This duration is reduced for students awarded credit transfers for previous qualifications.

Study Options

- FULL TIME DAY 9 semesters over 3 calendar years 5 subjects per semester
- The duration is reduced for students awarded credit transfers for previous qualifications. Students may, depending on their performance on the programme, apply in writing for a semester off, but this will not be permitted during the first year of study.

Intakes -> February, June, October

BBA Fees per year

	EU	Non EU
F/T Day	£1,500	£2,625

Entry requirements

The minimum entry requirement for the BBA programme is the equivalent of a US High School Diploma, i.e. 5 UK GCSEs at Grade C or above, or 5 UK GCE 'O' levels, or equivalent overseas qualifications. Proficiency in spoken and written English is also a requirement.

How to make an application

To apply for a place on the BBA, please complete the application form accompanying this prospectus and send it directly to Greenwich School of Management with the required attachments (qualifications, photographs and registration fee).

Core Modules - Taught and assessed by Greenwich School of Management

- » B101 Fundamentals of Accounting (3 credits)
- » B103 Business Law (3 credits)
- » B104 Principles of Marketing (3 credits)
- » B107 Microeconomics (3 credits)
- » B110 Business Management (3 credits)
- » B112 Business English (3 credits)
- » B113 Business Communications (3 credits)
- » B115 Composition (3 credits)
- » B201 Accounting II (3 credits)
- » B219 Marketing Research (3 credits)
- » B227 Financial Management (3 credits)
- » B310 Human Resource Management (3 credits)
- » B481 Macroeconomics (3 credits)
- » C101 Group Dynamics (3 credits)
- » C104 Business Decision Making (3 credits)
- » C106 Public Relations (3 credits)
- » C201 Sales Management (3 credits)
- » EC604 – Economics and Social Policies (3 credits)
- » G100 Economic Geography (3 credits)
- » G243 Sociology (3 credits)
- » G244 Introduction to Computing (3 credits)
- » G247 Statistical Analysis (3 credits)
- » G250 Total Quality Management (3 credits)
- » G425 Management of Innovation and Change (3 credits)
- » H102 Anthropology and Cultural Behaviour (3 credits)
- » H107 Management Case Studies (3 credits)
- » HIS 201 Western Civilisation (3 credits)
- » HIS210 US History (3 credits)
- » MKT313 Business-to-Business Marketing (3 credits)
- » MK315 Brand Management (3 credits)
- » MK317 Advertising Management (3 credits)
- » MTH115 College Algebra (3 credits)
- » NSC 201 Environmental Science (3 credits)
- » P102 Philosophy
- » P310 Introduction to Ethics (3 credits)
- » P402 Business Presentation Skills (3 credits)
- » PSY300 Introduction to Psychology (3 credits)