



# The BA (Hons) in Business Administration



## Overview

The BA (Hons) Business Administration Top-up degree, delivered online by NCC Education and validated and awarded by the University of Worcester, has been designed to prepare you for work or postgraduate study in the areas of management, accounting, marketing and finance. The course can be delivered full time over one year or part time over two years. On successful completion of the qualification, you will have knowledge and understanding of the global business environment, as well as the skills required to research, analyse and manage business relationships or develop skills and knowledge further through postgraduate study.

## Entry Requirements

- The NCC Education Level 5 Diploma in Business (L5DB)  
OR
- The NCC Education International Advanced Diploma in Business (IADB)  
OR
- Any qualification deemed to be comparable as approved by NCC Education and the University of Worcester. (If you have a qualification, for example HND or an ABE qualification, which is similar and equivalent to NCC Education Level 5, contact us and we will check it for suitability.)

## Course Entry Points

Students can enter the programme in March and September of each year.

## Assessment

Each 15-credit module is assessed by a mid-semester assignment, an end-of-semester examination and discussion forum contributions, with the exception of Business Research Methods which is assessed by an end-of-semester examination and series of tutorial exercises.

## Academic Progression

On completion of the University of Worcester degree, graduates are eligible to apply for Postgraduate and Master's degree study at institutions across the World. NCC Education offers a [Level 7 Diploma in Business Management](http://goo.gl/yXy1QQ) : <http://goo.gl/yXy1QQ>

## A specialist business degree tailored for the international market

To assist you in getting started you will complete an online orientation where you meet the teaching team and work through an online tutorial which takes you through key programme information, documentation and the resources you will need to start Week 1.

You will also receive access to university resources such as the online library, as well as your own university email address.

The full time course is delivered over two semesters with four modules per semester, each of which requires 150 hours of study. You also have the option to study part-time over 2 years, with the course running over four semesters with two modules per semester.

Each week you are expected to undertake the following tasks for each module:

- Watch the video lecture for the topic, usually at the beginning of the teaching week
- Work through the topic tutorial, undertaking tasks as directed
- Contribute to discussion forums, answering questions and tasks set out by the Module Leader in the tutorial
- Take part in a live chat session with the Module Leader and a group of other students, discussing the week's topic
- Carry out private study, reading around the topic and additional tasks as directed by the Module Leader

All the above is specifically designed so that it can be studied anywhere, for example in areas with low bandwidth/intermittent internet access. All the videos are placed on small files so that they can be downloaded easily. You can post on forums whenever you want to talk to your peer group and teaching staff. Even the live chat sessions are saved and can be viewed offline. You will have the direct contact details of the teaching staff and can ask questions about your studies at any time.

## Student Career Outcomes

Recent NCC Education Business Administration Top-up graduates have successfully secured the following real-life careers:

- Account Manager, Energy Sector (Vietnam)
- Online Marketing Executive, Design Consultancy (Vietnam)
- Events Manager, Healthcare Sector (South Africa)
- Marketing Manager, Security Sector (Ghana)
- Customer Service Representative, Mining Sector (UAE)
- Relationship Officer, Banking Sector (Bangladesh)
- Logistics Executive, Freight industry (Myanmar)
- Sales Executive for Air Asia, Airline industry (Malaysia)

## Contact Information

More information about the programme can be found [here: http://ow.ly/YJELc](http://ow.ly/YJELc) or contact NCC Education and we will be happy to help you.

## Registration Process

To apply for this programme, simply complete the **NCC Education BA (Hons) Business Administration Worcester Application Form** and submit this to your centre along with a copy of your ID and certificate and transcript.

**NCC Education will then check your application form and liaise with the University of Worcester admissions team on your behalf.**

**Intakes are in March and September so please ensure your application is submitted at least 1 month prior to the start date.**

## Modules

<p><b>Business Research Methodology</b></p> <p>Builds your understanding of business research and how it is conducted. This module introduces the key methods and techniques used in business research by critically examining the academic literature.</p>	<p><b>Business Strategy</b></p> <p>Enables you to develop a detailed knowledge and critical understanding of the role that strategic management plays within organisations and its effects upon organisational performance and survival. This module examines important techniques used to analyse the position of a company in both its actual and potential marketplace.</p>
<p><b>Management Accounting and Finance</b></p> <p>Aims to develop the key skills necessary for organisational financial management. The module provides an extensive base of knowledge and skills by examining planning and decision-making techniques.</p>	<p><b>Business Analysis and Decision-Making</b></p> <p>Builds your understanding of the use of information and information systems for the support of commerce and use of these systems to aid decision-making. This module will develop your abilities in qualitative and quantitative analysis in business to provide you with critical diagnosis and decision-making skills.</p>
<p><b>Business-to-Business Marketing</b></p> <p>Critically examines the scope and nature of business marketing, unique aspects of business marketing strategy development and issues that face business marketers. The module considers areas including developing customer relations, quality service marketing and consumer and buyer behaviour.</p>	<p><b>Management and Organisational Behaviour</b></p> <p>Examines how management, particularly in terms of organisational and staff development, can contribute to the achievement of a more effective organisation. This module covers the analysis of effective management in organisations with emphasis on the functions of management and the behavioural processes of change, conflict, leadership, motivation, communication, innovation and group dynamics.</p>
<p><b>Strategic Operations and Quality Management</b></p> <p>Examines the key issues of strategic operations management. Using important models and concepts, it provides an analysis of strategic operations management and how it relates to corporate strategy and quality management. This module will consider challenges and the elements required for successful strategic operations management and the strategies for achieving efficient, cost-effective production in a global business environment.</p>	<p><b>International Marketing Strategy</b></p> <p>Compares and contrasts export, international and multinational marketing and enables you to precisely differentiate between the marketing policies appropriate to industrialised, developing and underdeveloped economies. This module also aims to identify the sources of information, methods of information collection and the methods of information analysis suitable for international marketing planning.</p>

To learn more about Limerick City College, its qualifications, articulations and partnerships please visit the Limerick City College website [www.limerickcc.ie](http://www.limerickcc.ie)



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