

Business Studies BSc (Hons)

4 years (with a Foundation Year)



Developing The Business Leaders of The Future

This degree prepares you for a career in business management within industry, commerce or the public sector.

On successful completion of the programme, students have sought exemption from professional bodies such as the Institute of Chartered Accountants (ICA), the Chartered Institute of Management Accountants (CIMA), the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Marketing (CIM) and the Chartered Institute of Personnel and Development (CIPD).

Career Opportunities

The career opportunities available include management level posts in finance, production, purchasing, personnel and marketing in industry and commerce. Many graduates pursue successful careers in the civil service, government agencies and other public sector organisations.



Engage With Us



HOW TO APPLY

Please apply directly to the university
www.cuc-ulster.edu.qa

+974 3319 6012

Entry Requirements

Entry point: Foundation

- Be 18 years old or over upon completion of the International Foundation Programme.
- The successful completion of 12 years of high school education with a minimum of 50 % overall percentage
- Attain the equivalent of a minimum grade C, at GCSE level, in 5 subjects
- Attain an Academic IELTS overall score of 5.0 or equivalent (with no contributing band score of less than 5.0).
- Other international qualifications will be considered on merit for equivalency with the above requirements.

Entry point: Year 1

Completing of 13 years of education with three A levels Grade C, C, C

OR

IB Certificate with 24 points with at least 12 points at Higher Level

OR

Pearson BTEC Level 3 Extended Diploma level (MMM Profile)

- Academic IELTS overall score of 6.0 or equivalent (with no contributing band score of less than 5.5).

OR

- Other international qualifications will be considered on merit for equivalency with the above requirements.

*Subject to final University approval

If you do not meet the entry requirements, CUC will provide you with a support programme that will help you improve your English level and your academic skills.

What Will You Study?

International Foundation Year

- Introduction to Entrepreneurial Leadership
- English with Study Skills
- Extending Critical Thinking for Undergraduate Study
- Introduction to Creative Industries
- English for Academic Transition
- Exploring Cultural Identities
- Project-Based Learning
- Introduction to Mathematics for Business
- Introducing Ireland: History & Literature

Year 1

- Introduction to Accounting for Business
- Design Thinking and Management Skills
- Principles of Management
- Principles of Marketing
- Business Awareness and Analysis
- Business and the Economy

Year 2

- Accounting for Business Decisions
- Operations Management
- Digital Marketing & Analytics
- Managing People
- Marketing Communications
- Digital Enterprise

Year 3 (Final Year)

- Governance, Risk and Ethics
- Leadership and Change
- Global Marketing
- Business Strategy
- Enterprise Development and Entrepreneurship
- Integrating Marketing Insight