

Overview

The programme aims to produce highly competitive business administration graduates who can succeed in a business administration graduates, with marketing knowledge and skills, who can succeed in a marketing and business administration career in Seychelles and beyond.



MODE OF DELIVERY

- Lecturer-led and student-centered sessions.
- 12 weeks delivery, weekly 3 hours contact sessions.
- Four courses weekly of the academic year.
- Part-time study, 2 and 4 courses annually.
- Delivery modes vary from topics.
- Tutorials on demand.
- Directed and independent learning activities, further reading, assignments, problem-solving and research

FEES

SCR 165,000 per year

DURATION

Full-time: 3 years

Part-time: 3-8 years

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UNIVERSITY OF
SEYCHELLES
Knowledge hub of the Indian Ocean



IN BUSINESS
ADMINISTRATION WITH
MARKETING



PROGRAMME STRUCTURE

YEAR 1 - ELEMENTARY LEVEL

SEMESTER 1

CORE COURSES

- BBA101 Classical Organisation and Management
- BBA102 Study Skills
- BBA103 Business Statistics
- BBA104 Financial Accounting

SEMESTER 2

CORE COURSES

- BBA105 Contemporary Organisation and Management
- BBA106 Employability Skills
- BBA107 Business Analysis
- BBA108 Management Accounting

YEAR 2 - ADVANCED LEVEL

SEMESTER 1

CORE COURSES

- BBA202 Production and Operations Management
- BBA203 Strategic Management I
- BBA207 Marketing Management I

PLUS ONE ELECTIVE

- BBA201 Managing Human Resources in a Globalised Environment I
- BBA204 Management Information Systems I
- BBA205 Managing Organisational Performance

SEMESTER 2

CORE COURSES

- BBA211 Purchasing and Supply Management
- BBA212 Strategic Management II
- BBA216 Marketing Management II

PROGRAMME STRUCTURE

PLUS ONE ELECTIVE

- BBA210 Managing Human Resources in a Globalised Environment II
- BBA213 Management Information Systems II
- BBA214 Managing Organisational Culture and Change

YEAR 3 - SPECIALIST LEVEL

SEMESTER 1

CORE COURSES

- BBA304 Brand Management I
- BBA308 Business Law
- BBA310 Marketing Research

PLUS ONE ELECTIVE

- BBA301 Innovation
- BBA303 Business Management in a Global Context I
- BBA307 Business Ethics and Corporate Social Responsibility

SEMESTER 2

CORE COURSES

- BBA315 Brand Management II
- BBA319 Public Policy and Business
- BBA321 Consumer Behaviour

PLUS ONE ELECTIVE

- BBA312 New Venture Planning and Creation
- BBA314 Business Management in a Global Context II
- BBA318 People at Work



ACADEMIC PATHWAY

- 2 A levels and 3 O' level/IGCSE qualifications (or equivalent) (any two of these must be English and Mathematics at minimum grade C)
- A Diploma in a relevant field such as Business Studies, Management, Accounting, Finance etc.

TECHNICAL PATHWAY

- Candidates with any National Qualification Framework (NOF) level 4 accredited Certificate with 2 years continuous working experience in a relevant field.
- Candidates with 5 years' continuous working experience in a relevant management position.