



BACHELOR IN

BUSINESS ADMINISTRATION (HONS)

DURATION:

Full Time: Minimum 36 months
and Maximum 60 months.

Programme Awarded & Delivered by:
Amity Institute of Higher Education (AIHE)

Registered with the Higher Education Commission (HEC)

Call or whatsapp on 52552500 | Email: admissions@mauritius.amity.edu | www.amity.edu/mauritius

COURSE HIGHLIGHTS

The programme provides a plethora of elementary core disciplines clustered into: Management, Marketing, Human Resources, Accounting and Finance, Business Law, Strategic business policy, Digital Marketing, Project Management, and IT. Through a suitable blending of business and general education, it seeks to improve and groom the student's intellectual capacity, logical & critical thinking, executive personality, and managerial abilities. Moreover, the program helps the student comprehend and hone the special leadership skills needed to successfully manage business operations, a unit of an organization, or an entire enterprise.

Given the current situation and scenario of the world, this curriculum is also in line with society's current need for educated, entrepreneurial individuals to support economic progress.

MODULES

SEMESTER 1

- Principles of Management
- Introduction to Accounting and Finance
- Business Communications
- Basic Computer Application

SEMESTER 2

- Organisational Behaviour
- Marketing Fundamentals
- Business Maths & Statistics
- Economics For Managers

SEMESTER 3

- Marketing Management
- Human Resource Management
- Business Law and Legal Framework
- Management Information System

SEMESTER 4

- Operations Management
 - Management Accounting
 - Research Methodology in Management
 - Corporate Entrepreneurship and Business Development
- INTERNSHIP ***

SEMESTER 5

- Corporate Social Responsibility
- Enhancing Service Quality
- Financial Services
- Organizational Development and Change

SEMESTER 6

- Strategic Management
 - Strategic Human Resource Management
 - Digital Marketing
 - Project Management
- DISSERTATION ***

***Note: For Internship, Students will be guided by the Internship Guidelines for successful completion.*

***Note: For Dissertation, Students will be guided by the Internship Guidelines for successful completion.*

UNICITI Education Hub Pierrefonds-72448, Quatre Bornes, Mauritius



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