

# BA BUSINESS ADMINISTRATION

## 工商管理

XJTLU | BA  
BUSINESS ADMINISTRATION

### CAREERS

Graduates from this programme can find employment in a wide variety of roles within public, private and not-for-profit organisations. Your knowledge of business practices in both China and the international context will give you a competitive edge in securing employment in international organisations. The knowledge you gain in this programme will also provides a strong foundation for pursuing further study.

### MODULES

#### YEAR ONE

UK degrees are three years long whereas in China they are four, therefore we do accept students with certain qualifications directly into Year Two, which is the start of the main academic programme. Most students, however, enter into Year One, which provides you with a range of interesting modules, language classes and core skills for your degree.

#### YEAR TWO

INTRODUCTION TO ORGANISATION AND MANAGEMENT  
 QUANTITATIVE METHODS  
 FUNDAMENTALS OF MARKETING  
 INTRODUCTION TO FINANCIAL ACCOUNTING AND ACCOUNTABILITY  
 ECONOMIC PRINCIPLES FOR BUSINESS AND MARKETS  
 FOUNDATIONS OF FINANCE  
 PRINCIPLES OF OPERATIONS  
 INTRODUCTION TO HUMAN RESOURCE MANAGEMENT

**START DATE**  
September 2021

**2+2 STUDY**  
Available

**DURATION**  
Three or four years

**LOCATION**  
Suzhou

**SCHOOL**  
International Business  
School Suzhou

**ATTENDANCE**  
Full time

**QUALIFICATION**  
XJTLU  
BMan Business  
Administration

**University of Liverpool**  
BA Business  
Administration  
BA (Hons) Business  
Management

#### YEAR THREE

##### Compulsory modules:

QUALITATIVE RESEARCH METHODS IN MANAGEMENT RESEARCH  
 THEORY OF THE FIRM  
 CORPORATE SOCIAL RESPONSIBILITY  
 INTERNATIONAL MANAGEMENT  
 BUSINESS AND EMPLOYMENT LAW  
 MARKET RESEARCH

##### Optional modules:

SERVICES MARKETING  
 INTERNATIONAL DEVELOPMENT  
 ENTREPRENEURSHIP  
 PROJECT MANAGEMENT ESSENTIALS

#### YEAR FOUR

##### Compulsory modules:

MANAGING PEOPLE  
 PSYCHOLOGICAL APPROACHES TO DECISION MAKING  
 CORPORATE COMMUNICATION  
 FINAL YEAR PROJECT  
 STRATEGIC MANAGEMENT AND BUSINESS POLICY

##### Optional modules:

MARKETING STRATEGY  
 E-BUSINESS MODELS AND STRATEGIES  
 INTERNATIONAL ECONOMIC RELATIONS

Xi'an Jiaotong-Liverpool University  
西交利物浦大学

## BA BUSINESS ADMINISTRATION

The BA Business Administration programme offers you a comprehensive introduction to business. You will learn how to analyse real-world business problems and find innovative solutions.

Through your studies, you will develop creative business thinking and the intellectual, interpersonal, technical and cognitive skills required to build a successful business career, and to adapt and respond positively to changing circumstances in the business arena.

Graduates have the knowledge, skills, and commercial awareness to pursue a career in a wide variety of public, private and not-for-profit organisations.

The programme is delivered in the International Business School Suzhou (IBSS), one of an elite group of institutions worldwide to be accredited by the Association to Advance Collegiate Schools of Business (AACSB), European Quality Improvement System (EQUIS) and Association of MBAs (AMBA). IBSS was the youngest business school to achieve the triple accreditations.



### KNOWLEDGE AND SKILLS

By the time you graduate from the BA Business Administration, you will have:

- an understanding of the different ways in which businesses can be organised
- the ability to reflect critically and holistically on the organisation and operation of businesses
- the knowledge to apply a range of quantitative and qualitative research methods to solve business problems
- an understanding of the social, cultural, and economic contexts in which businesses operate.

### WHY SHOULD I STUDY BUSINESS ADMINISTRATION AT XJTLU?

- Gain a comprehensive understanding of business and management and learn about every functional role in companies and how these functions are connected
- Tailor your programme to suit your interests with a number of elective modules available, including marketing, human resource management, accounting, finance, and operations management
- Learn in an interactive environment which includes case studies, group projects, workshops and student presentations
- Gain practical experience and engage with industry through guest lectures, field trips, internships and company visits
- Earn two degrees: an XJTLU degree from the Chinese Ministry of Education and a globally recognised degree from the University of Liverpool, a member of the Russell Group of leading UK universities.



# 工商管理

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## 知识与技能

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## 专业特色

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## 就业

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一年级