

# Bachelor of Business Administration

The BIMAP Bachelor of Business Administration (BBA) is a broad based management programme incorporating both theoretical and practical application of business administration. Its structure encompasses twenty-three (23) courses, six (6) seminars, one (1) advanced project and one (1) thesis.

## AREAS OF SPECIALIZATION

The three (3) specializations for this programme are:

- Accounting & Finance
- Human Resource Management
- Marketing Management

## QUALIFICATIONS FOR ADMISSION

Five (5) CXC certificates: General Proficiency Grades 1, 2, (or Grade 3 from 1998) including English 'A' and Mathematics or equivalent.

### OR

Four (4) BIMAP certificate courses or the equivalent: (With an average of 55% or more) and four (4) years' work experience.

### NOTE:

Applicants without CXC English 'A' or the equivalent must successfully complete Business Communications.

Applicants without CXC Mathematics or the equivalent must successfully complete Quantitative Managerial Decision-Making.

Applicants pursuing the Marketing Management specialization without a background in Marketing are required to pursue "Fundamentals of Marketing" before attempting the three (3) core subjects.

Each applicant's range of qualifications and years of experience will be examined individually.

## APPLICATION PROCEDURE

Application forms may be found on the website [www.bimapbb.com](http://www.bimapbb.com) or may be collected from the office. The completed form along with a non-refundable \$50.00 BDS fee (\*Effective Feb 1<sup>st</sup> 2017) and copies of CXC's or other courses pursued at other institutions should be submitted to our headquarters in Wildey.

## LENGTH OF THE PROGRAMME

The BBA programme length is 3½ years full time or 5 years part time. In the event of documented extenuating circumstances, students will have a maximum of eight (8) years to complete.

## START DATES

There are three (3) trimesters per year:

1. January to April
2. April to July
3. September to December

## REGULATIONS

Students are required to take a minimum of two (2) courses per term for completion of the programme within the given time period. An average of 55% (C) or more must be maintained throughout the course of study. Classes are held between 3:00 pm to 9:00 pm Mondays to Fridays and Saturdays 9:00 am to 1:00 pm.

## EXEMPTIONS

For a course to be considered for exemption, it must have been passed with a grade of "C" in the BIMAP grading scheme and taken within five (5) years prior to the application.

Request for an exemption must be made at the time of the application.

In the case of non-BIMAP courses, a transcript is required to support the request.

An exemption fee is payable for each exemption granted. The scale of fees is follows:

- BIMAP courses – \$100.00
- Non-BIMAP courses – \$250.00

## COST OF PROGRAMME

BBA Programme Cost	Members	Non-Members	Int'l US\$
<b>Level 1 - Financial Management</b>	<b>\$6,450</b>	<b>\$6,900</b>	<b>\$6,900</b>
<b>Level 1 - Management of Information Technology</b>	<b>\$6,575</b>	<b>\$7,050</b>	<b>\$7,050</b>
<b>Level 1 - All Others</b>	<b>\$6,425</b>	<b>\$6,850</b>	<b>\$6,850</b>
<b>Level 2</b>	<b>\$9,600</b>	<b>\$10,600</b>	<b>\$10,600</b>
<b>Level 3</b>	<b>\$8,300</b>	<b>\$9,150</b>	<b>\$9,150</b>
<b>Students may also choose to pay per course.</b>			
Basic & Intermediate	\$600	\$625	\$625
Advanced	\$625	\$675	\$675
Computer-Based (Basic & Intermediate)	\$675	\$725	\$725
Computer-Based (Advanced)	\$725	\$775	\$775
Seminars	\$300	\$350	\$350
Levels 2 & 3	\$1,000	\$1,100	\$1,100
Mentoring programme	\$1,000	\$1,100	\$1,100
Thesis	\$1,000	\$1,100	\$1,100

\*Revised January 2020

KEY	Bachelor of Business Administration (BBA) - LEVEL 1	C = Compulsory course											
		P = Prerequisite course	Administrative Mgt.	Financial Mgt.	Human Resource Mgt.	Tourism Mgt.	Mgt. of Information Technology	Production & Operations Mgt.	Event Planning & Conf. Mgt.	Marketing Mgt.	Credit Points	Credit Points Per Programme	
		O = Optional course											
		R = Special Requirement course											
<b>PREREQUISITE COURSES - IF REQUIRED</b>													
1	GMN155 Quantitative Managerial Decision-Making	R	R	R	R	R	R	R	R	R	Certificate		
2	GMN150 Business Communications	R	R	R	R	R	R	R	R	R	Certificate		
3	MKM110 Fundamentals of Marketing	-	-	-	-	-	-	-	-	R	Certificate		
<b>The requirements for Mathematics and English may be satisfied by successfully completing GMN155 Quantitative Managerial Decision-Making and GMN150 Business Communications</b>													
<b>4 COMPULSORY FOUNDATION COURSES</b>													
1	GMN117 Fundamentals of Management	C	C	C	C	C	C	C	C	C	3	3	
2	ECS110 Principles of Economics	C	C	C	C	C	C	C	C	C	3	3	
3	CDP140 Fundamentals of Spreadsheet Analysis (Microsoft Excel) <b>OR</b> CDP130 Fundamentals of Database Management (Microsoft Access)	C	C	C	C	C	C	C	C	C	3	3	
4	ACC110 Accounts (Basic) <b>OR</b> ACF120 Accounting & Finance For Management	C	C	C	C	C	C	C	C	C	3	3	
<b>3 SEMINARS - 2 COMPULSORY, 1 OPTION</b>													
1	SEM215 The Management of Change	C	C	C	C	C	C	C	C	C	0.5	0.5	
2	SEM230 Effective Team Building	C	C	C	C	C	C	C	C	C	0.5	0.5	
3	SEMINAR: View the current 1 Day Seminar Schedule and select one seminar	C	C	C	C	C	C	C	C	C	0.5	0.5	
<b>4 COURSES - 3 COMPULSORY CORE COURSES &amp; 1 OPTIONAL COURSE</b>													
	GMN220 Administrative Management	C	O	O	-	O	-	O	-	O	4	4	
	BLW220 Principles Of Labour & Administrative Law	C	O	O	-	-	-	-	-	-	4	4	
	ACF255 Management Accounting <b>OR</b> ACF260 Financial Management	C	C	-	O	-	-	O	-	O	4	4	
	ACC210 Accounts (Intermediate)	O	C	-	-	-	-	-	-	-	4	4	
	ACC310 Accounts (Advanced)	-	C	-	-	-	-	-	-	-	4	0	
	HRM210 Personnel Management	O	-	C	-	-	-	-	-	-	4	0	
	HRM220 Industrial Relations	O	-	C	-	-	O	-	-	-	4	0	
	HRM200 Management Of Human Resources	O	-	C	C	C	C	O	-	-	4	0	
	GMN269 Tourism Management	O	-	-	C	-	-	-	O	-	4	0	
	MKM225 Tourism Marketing	-	-	-	C	-	-	-	O	-	4	0	
	CDP245 Management Of Information Technology	-	-	-	-	C	-	-	-	-	4	0	
	CDP265 Systems Analysis And Design	-	-	-	-	C	-	-	-	-	4	0	
	POM210 Production and Operations Management	O	-	-	-	-	C	-	-	-	4	0	
	GMN266 Maintenance Management	-	-	-	-	-	C	-	-	-	4	0	
	GMN257 Event Planning	O	-	-	-	-	-	C	-	-	4	0	
	GMN261 Managing International Conferences	-	-	-	-	-	-	C	-	-	4	0	
	HRM245 Public Relations	O	-	O	O	-	-	C	O	-	4	0	
	MKM250 Marketing Management	-	-	-	O	O	-	O	C	-	4	0	
	MKM260 International Marketing Management	-	-	-	O	-	-	-	C	-	4	0	
	MKM270 Practical Advertising And Promotion	-	-	-	-	-	-	-	C	-	4	0	
	MKM210 Sales Management	-	-	-	-	-	-	-	O	-	4	0	
	MKM220 Retail Management	-	-	-	-	-	-	-	O	-	4	0	
	MKM245 Effective Selling Techniques	O	-	-	O	-	-	-	O	-	4	0	
	BLW210 Business Law	O	-	O	-	O	-	-	-	-	4	0	
	CDP230 Computer Applications For Mgt. (Computer-Assisted Accounting)	O	-	-	-	O	-	-	-	-	4	0	
	CDP270 Computer And Internet Security: Principles & Practices	O	-	-	-	O	-	-	-	-	4	0	
	GMN258 Event Impacts And Risk	-	-	-	-	-	-	O	-	-	4	0	
	GMN259 Event Design	-	-	-	-	-	-	O	-	-	4	0	
	GMN265 Project Management	O	-	-	-	O	O	O	-	-	4	0	
	GMN267 Risk And Crisis Management	O	O	O	-	O	O	-	-	-	4	0	
	GMN268 Occupational Safety And Health Management	-	-	O	-	-	-	O	-	-	4	0	
	POM230 Purchasing & Inventory Management	-	-	-	-	-	O	-	-	-	4	0	
<b>ADVANCED PROJECT- COMPULSORY</b>													
1	APW400 Advanced Project Workshop	C	C	C	C	C	C	C	C	C	0.5	0.5	
2	Advanced Diploma Project	C	C	C	C	C	C	C	C	C	5	5	
<b>BBA LEVEL 1 COMPLETE</b>						<b>Total Grade Points</b>						<b>35</b>	

KEY	<b>Bachelor of Business Administration (BBA) - LEVEL 2</b>		C = Compulsory course	Accounting & Finance	Human Resource Mgt.	Marketing Mgt.	Entrepreneurship Mgt.	Production & Operations Mgt.	Health Care Mgt.	Credit Points	Credit Points Per Programme	
			P = Prerequisite course									
			E = Elective course									
			O = Optional course									
			- = Not applicable									
<b>4 COMPULSORY CORE COURSES</b>												
1	GMN210 General Management		C	C	C	C	C	C	4	4		
2	GMN501 Spanish For Business <b>OR</b> GMN503 Oral Chinese		C	C	C	C	C	C	4	4		
3	GMN502 Business, Government And Society		C	C	C	C	C	C	4	4		
4	GMN504 Managerial Communications		C	C	C	C	C	C	4	4		
<b>2 COMPULSORY SEMINARS</b>												
View the current 1 Day Seminar Schedule												
1	SEM225 Leadership		C	C	C	C	C	C	0.5	0.5		
2	SEM240 Corporate Etiquette		C	C	C	C	C	C	0.5	0.5		
<b>If the Leadership and/or the Corporate Etiquette Seminars were previously completed, select 2 other seminars.</b>												
<b>4 COURSES - Choose any 4 Courses from the below options.</b>												
<b>Please Note: The 3 Fundamental Courses In Your Specialization Must Be Completed To Continue To Level 3 of the programme.</b>												
	GMN220 Administrative Management		O	O	O	P	O	P	4	4		
	BLW220 Principles Of Labour & Administrative Law		O	O	O	O	O	P	4	4		
	ACF255 Management Accounting <b>OR</b> ACF260 Financial Management		O	O	O	P	O	P	4	4		
	ACF255 Management Accounting <b>AND</b> ACF260 Financial Management		P	O	O	O	O	O	4	4		
	ACC210 Accounts (Intermediate)		P	O	O	O	O	O	4	4		
	ACC310 Accounts (Advanced)		P	O	O	O	O	O	4	0		
	HRM210 Personnel Management		O	P	O	O	O	O	4	0		
	HRM220 Industrial Relations		O	P	O	O	O	O	4	0		
	HRM200 Management Of Human Resources		O	P	O	O	P	O	4	0		
	GMN269 Tourism Management		O	O	O	O	O	O	4	0		
	MKM225 Tourism Marketing		O	O	O	O	O	O	4	0		
	CDP245 Management Of Information Technology		O	O	O	O	O	O	4	0		
	CDP265 Systems Analysis And Design		O	O	O	O	O	O	4	0		
	POM210 Production and Operations Management		O	O	O	O	P	O	4	0		
	GMN266 Maintenance Management		O	O	O	O	P	O	4	0		
	GMN257 Event Planning		O	O	O	O	O	O	4	0		
	GMN261 Managing International Conferences		O	O	O	O	O	O	4	0		
	HRM245 Public Relations		O	O	O	P	O	O	4	0		
	MKM250 Marketing Management		O	O	P	O	O	O	4	0		
	MKM260 International Marketing Management		O	O	P	O	O	O	4	0		
	MKM270 Practical Advertising And Promotion		O	O	P	O	O	O	4	0		
	MKM210 Sales Management		O	O	O	O	O	O	4	0		
	MKM220 Retail Management		O	O	O	O	O	O	4	0		
	BLW210 Business Law		O	O	O	O	O	O	4	0		
	CDP230 Computer Applications For Mgt. (Computer-Assisted Accounting)		O	O	O	O	O	O	4	0		
	CDP270 Computer And Internet Security: Principles & Practices		O	O	O	O	O	O	4	0		
	GMN265 Project Management		O	O	O	O	O	O	4	0		
	POM230 Purchasing & Inventory Management		O	O	O	O	O	O	4	0		
<b>1 ELECTIVE COURSE</b>												
Choose one of the 6 Courses listed below.												
	ACF 503 Financial Statement Analysis		E	E	E	E	E	E	4	0		
	ACF 505 Financial Modelling and Forecasting		E	E	E	E	E	E	4	0		
	GMN505 E-Commerce		E	E	E	E	E	E	4	0		
	POM 502 Supply Chain Management		E	E	E	E	E	E	4	0		
	POM 503 Materials Management		E	E	E	E	E	E	4	0		
	MKM 503 Relationship Marketing		E	E	E	E	E	E	4	0		
<b>BBA LEVEL 2 COMPLETE</b>										<b>Total Grade Points</b>		<b>37</b>

KEY	<b>Bachelor of Business Administration (BBA) - LEVEL 3</b>		C = Compulsory course	Accounting & Finance	Human Resource Mgt.	Marketing Mgt.	Entrepreneurship Mgt.	Production & Operations Mgt.	Health Care Mgt.	Credit Points	Credit Points Per Programme
			P = Prerequisite course								
			E = Elective course								
			O = Optional course								
			- = Not applicable								
<b>2 COMPULSORY CORE COURSES</b>											
1	GMN510 Business Policy And Strategic Management	C	C	C	C	C	C	C	4	4	
2	GMN507 Research Methods	C	C	C	C	C	C	C	4	4	
<b>3 COMPULSORY SPECIALIZATION COURSES</b>											
<b>I</b>	<b>ACCOUNTING &amp; FINANCE</b>										
3	ACF500 Corporate Finance	C	-	-	-	-	-	-	4	4	
4	ACF501 Financial Risk Management	C	-	-	-	-	-	-	4	4	
5	ACF502 Auditing	C	-	-	-	-	-	-	4	4	
<b>II</b>	<b>HUMAN RESOURCE MANAGEMENT</b>										
3	BLW501 Employment Law	-	C	-	-	-	-	-	4	0	
4	HRM500 Human Resource Development	-	C	-	-	-	-	-	4	0	
5	HRM505 International Human Resource Management	-	C	-	-	-	-	-	4	0	
<b>III</b>	<b>MARKETING MANAGEMENT</b>										
3	MKM500 Services Marketing	-	-	C	-	-	-	-	4	0	
4	MKM501 Marketing Research And Analysis	-	-	C	-	-	-	-	4	0	
5	MKM502 Consumer Behaviour	-	-	C	-	-	-	-	4	0	
<b>IV</b>	<b>ENTREPRENEURSHIP</b>										
3	ESM500 New Venture Creation	-	-	-	C	-	-	-	4	0	
4	ESM501 Entrepreneurial Management	-	-	-	C	-	-	-	4	0	
5	MKM500 Services Marketing	-	-	-	C	-	-	-	4	0	
<b>V</b>	<b>PRODUCTION AND OPERATIONS MANAGEMENT</b>										
3	POM501 Transportation And Logistics	-	-	-	-	C	-	-	4	0	
4	POM505 Services Operations Management	-	-	-	-	C	-	-	4	0	
5	POM600 Advanced Production And Operations Management	-	-	-	-	C	-	-	4	0	
<b>IV</b>	<b>HEALTH CARE MANAGEMENT</b>										
3	HCM500 Health Care Administration And Management	-	-	-	-	-	C	-	4	0	
4	HCM501 Economics And Financing Of Health Care Delivery	-	-	-	-	-	C	-	4	0	
5	HCM502 Clinical Governance	-	-	-	-	-	C	-	4	0	
<b>1 ELECTIVE COURSE</b>											
<b>Choose one of the 3 Courses listed below.</b>											
6	ACF 504 International Financial Management	E	E	E	E	E	E	E	4	4	
6	GMN506 International Business	E	E	E	E	E	E	E	4	0	
6	GMN508 Cross Cultural Management	E	E	E	E	E	E	E	4	0	
<b>1 SEMINAR</b>											
<b>View the current 1 Day Seminar Schedule and select one seminar which has not been previously completed.</b>											
7	SEMINAR	C	C	C	C	C	C	C	0.5	0.5	
<b>THESIS AND MENTORING - COMPLUSORY</b>											
8	700 Thesis & Mentoring Programme Workshop	C	C	C	C	C	C	C	0.5	0.5	
9	700 Thesis & Mentoring Programme	C	C	C	C	C	C	C	6	6	
<b>BBA LEVEL 3 COMPLETE</b>						<b>Total Grade Points</b>				<b>31</b>	