

BA Business Administration & BBA Technology Management


Achieve two degrees over four years*, from leading Scottish and American universities, on our unique pathway programme.

Study in Edinburgh, Scotland, for a BA Business Administration degree at Edinburgh Napier University's Business School, then transfer to State University of New York (SUNY) at Cobleskill, New York, USA to gain a BBA Technology Management degree and launch your career in technology management.

Learn at Edinburgh Napier's Business School

A successful career in international marketing requires a combination of generalist business and management skills along with specialised knowledge of marketing in the dynamic global marketplace. That's exactly what you'll get on this unique pathway programme!

*If you hold an appropriate diploma, you may be eligible for entry to year two or three of Edinburgh Napier's Business School pathway programme. To check the equivalence of your qualifications, or eligibility to apply with international qualifications, please email info@napier.ac.uk



Edinburgh, Scotland



Cobleskill, New York State, USA

LIVE & LEARN IN EDINBURGH

- Ranked in the UK's top ten 'Excellent' Business Schools (3 Palmes category) by the Eduniversal Worldwide Business School Ranking 2011.
- Innovative and professional, Edinburgh Napier is one of Scotland's top universities for graduate employability (HESA 2009/10)
- Our modern business school is centrally located in Scotland's beautiful capital city Edinburgh, where students can enjoy state of the art learning facilities in a safe, compact and friendly city
- Edinburgh Napier is proud to be the top university in Scotland for environmental performance (People and Planet League 2011)
- Our practical and accredited courses will provide you with the knowledge, tools and skills employers need in an ever competitive job market, making you stand out from the crowd
- Experience a true global learning environment, with 17,605 students from 115 countries
- Live and learn in Edinburgh - a diverse and vibrant city, brimming with world-class arts, culture, music and food. This cosmopolitan yet historic city offers something for everyone.

In Edinburgh you'll gain a strong foundation in a wide range of business processes and functions, developing skills you will use in meeting the challenges of a fast-paced career. Your study of the global business environment will provide the basis for your transfer to study the specific theories and practices of technology management.

The essential skills you will learn will include:

- Professional presentation
- Team working
- Leadership
- Inter-cultural communication
- Problem solving

You'll learn theories and techniques in accounting, economics, marketing and business strategy and how to apply them in a global context.

Programme Structure

BA Business Administration is a full-time course, studied over a period of three years. You will achieve a Bachelor award then transfer to Cobleskill, New York (although the option does exist to complete your Honours degree in Edinburgh). You will learn through a variety of teaching methods including lectures, tutorials and guided independent study. All modules are compulsory to meet the specific entry criteria of SUNY.

Entrance Criteria

To find out if you are eligible to apply for the pathway programme, please refer to the entrance criteria guide, available at www.napier.ac.uk/tbc

Fees

Course fees for attending the Edinburgh Napier Business School are £9310 per year.

BA Business Administration Programme Structure

Stage	Semester 1			Semester 2		
Year 1	Intercultural & Organisational Management	Business Skills	Accounting for Business	Principles of Economics	Marketing 1	Literature & Adaptation
Year 2	Intermediate Economics	Introduction to HRM	Managerial Finance	Business & Management Challenges	Global Current Affairs	European Language
Year 3	International Business	Business Ethics	Management Science & Statistics	International Marketing	Business Law for Managers	World Economy
Year 4	Progress to BBA Technology Management at SUNY Cobleskill					



A student on campus at Cobleskill, New York State

LIVE & LEARN IN COBLESKILL

Modelling experiential education, SUNY Cobleskill is committed to providing small classes, excellent facilities, and a hands-on learning environment. Whether students plan to further their education or begin their professional careers, they graduate with the foundation to pursue their goals - and to succeed.

- Ranked among the Best Regional Colleges in the North by U.S. News and World Report
- Among the Princeton Review's 286 Greenest Colleges
- Named to the 2009 and 2010 President's Higher Education Community Service Honor Roll
- Beautiful campus and surroundings situated in the rolling hills of New York State

Progression Criteria to SUNY Cobleskill

After successfully completing all compulsory modules at Edinburgh Napier's Business School, you will be eligible to continue on to the BBA program at SUNY Cobleskill.

Learn at the SUNY Cobleskill

The Bachelor of Business Administration in Technology Management program is designed to prepare students with knowledge and skills that will be broaden their technical expertise and that will enable them to become effective managers at technology-focused organisations. In order to maintain competitiveness, companies will need to rely more than ever on the expertise and managerial effectiveness of their technical specialists.

On successful completion of the BBA you will be able to:

- Keep abreast of technological changes in the field,
- Understand and integrate the functional areas of an organisation,
- Communicate effectively about technology and innovation across functional areas,
- Plan and implement strategic and tactical organisational strategies,

- Organise and manage in a rapidly changing technical environment,
- Effectively manage personnel and budgets.

How to apply for the programme through UCAS

Details to be supplied.

Want to know more about the pathway programme?

Visit:

www.napier.ac.uk/doubledegree

www.facebook.com/EdinburghNapierUniversity

www.cobleskill.edu

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The Business School at Edinburgh Napier

