

The British University in Egypt (BUE)

Business Department Programme

2024-25

This document provides an overview of the main features of the Business programme.

The BUE delivers its programmes based on a British philosophy of education as the programme is validated from leading British universities granting graduates the award of a UK degree accredited by a UK university. This results in programmes that are very much focused on the student rather than those which deliver the material.

Graduates from UK programmes typically exhibit:

- the ability to think creatively and solve problems;
- high level key and transferable skill sets;
- the ability to maintain independently a high level of professional and subject specific competence;
- technical competence;
- the ability to conceptualise problems at a high level (i.e. to see the big picture);
- diligence and ethical working practices; and
- the ability to work both independently and as part of a team.

In addition, to keep in line with globalised phenomena that has become inevitable, the BUE has made it a mission to contribute to the world's vision to create a sustainable environment by integrating the following pillars to teaching modules to build the concept within the students at a young age:

- Entrepreneurship and Employability.
- Sustainable Development Goals (SDG), Programme for responsibility Management and Education (PRME).
- International Aspect.
- Innovation and Technology enabled learning.

Furthermore, this programme is delivered in both a local and UK context giving students the opportunity to gain an appreciation of national and international perspectives on many aspects of professional life. This includes management techniques, business culture, legal frameworks and standards.

1	Programme title	<ul style="list-style-type: none"> • Business Studies specialising in Entrepreneurship and Sustainability; • Business Studies specialising in International Business; • Business Studies specialising in Finance and Accounting; • Business Studies specialising in Marketing; • Business Studies specialising in Human Resources Management; and • Business Studies specialising in Business Information Systems.
2	Name of the final award	BSc with Honours [BUE]* and BSc with Honours [LSBU]**
3	Awarding body/institution	The British University in Egypt
4	Faculty	Business Administration, Economics and Political Science
5	Department	Business Administration
6	Dean	Prof. Hadia Fakhreldin
7	Head of Department	Prof. Mohamed Rashwan
8	Programme Director	Dr Rania Pasha
9	Professional, Statutory and Regulatory Body Accreditation	Not applicable
10	Date last revised	April 2024

*BUE: The British University in Egypt

**LSBU: London South Bank University

Business Programme 2024-2025

Programme Structure Keys

Specialisation

E&S	Entrepreneurship & Sustainability
IB	International Business
FIN & ACC	Finance & Accounting
MKT	Marketing
HRM	Human Resources Management
BIS	Business Information System

Core/Optional

C	Core Module
O	Optional Module

Module Code Keys

XX	Academic Year 20XX
P – C – I – H	Degree Year P: Preparatory C: Certificate I: Intermediate H: Honours

Levels and Degrees

Levels	Degree Year
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Prep.	Preparatory
Certificate	Degree year 1 after prep.
Intermediate	Degree year 2 after prep.
Honours	Degree year 3 after prep.

Year One: Preparatory Level

Code	Title	Sem	Credit	E&S	IB	FIN & ACC	MKT	HRM	BIS	Remarks
XXBBST01P	Introduction to Business	1	10	C	C	C	C	C	C	
XXBBST02P	Introduction to Behavioural Sciences	1	10	C	C	C	C	C	C	
XXBBST03P	Business Communication	1	10	C	C	C	C	C	C	
XXBBST04P	Business Math	1	10	C	C	C	C	C	C	
XXBBST05P	Introduction to Information Technology	1	10	C	C	C	C	C	C	
XXBAENGL01	English for Academic Purposes	1	10	C	C	C	C	C	C	
XXBBST06P	Introduction to Management	2	10	C	C	C	C	C	C	
XXBACC01P	Accounting Fundamentals 1	2	10	C	C	C	C	C	C	
XXBBST07P	Business Information Systems	2	10	C	C	C	C	C	C	
XXBBST08P	Statistics	2	10	C	C	C	C	C	C	
XXBECO01P	Macroeconomics	2	10	C	C	C	C	C	C	
XXBAENGL02	English and Academic Writing	2	10	C	C	C	C	C	C	

Year Two: Level 4 (Certificate)

Code	Title	Sem	Credit	E&S	IB	FIN & ACC	MKT	HRM	BIS	Remarks
XXBHRM01C	Organisational Behaviour	1	10	C	C	C	C	C	C	
XXBECO02C	Microeconomics	1	10	C	C	C	C	C	C	
XXBACC02C	Accounting Fundamentals 2	1	10	C	C	C	C	C	C	
XXBBST09C	Innovation Management	1	10	C	C	C	C	C	C	
XXBFIN01C	Principles of Finance	1	10	C	C	C	C	C	C	
XXBBST10C	Research Methods	1	10	C	C	C	C	C	C	
XXBMKT01C	Principles of Marketing	2	10	C	C	C	C	C	C	
XXBHRM02C	Personal Effectiveness	2	10	C	C	C	C	C	C	
XXBFIN02C	Financial Markets & Institutions	2	10	C	C	C	C	C	C	
XXBBST11C	Business Law	2	10	C	C	C	C	C	C	
XXBACC03C	Introduction to Cost & Managerial Accounting	2	10	C	C	C	C	C	C	
XXBENS01C	Introduction to Entrepreneurship	2	10	C	C	C	C	C	C	

Year Three: Level 5 (Intermediate)

Code	Title	Sem	Credit	E&S	IB	FIN & ACC	MKT	HRM	BIS	Remarks
XXBBST12I	Business Ethics & Social Responsibility	1	20	C	C	C	C	C	C	Equivalent to Business Ethics Today: Social & Legal Foundations BBS_5_BET
XXBENS02I	Entrepreneurial Businesses & Innovation	1	20	C	C	C	C	C	C	Equivalent to Managing Business & Innovation at LSBU BBS_5_MBI
XXBINB01I	International Business	1	20	C	C	-	-	C	-	
XXBMKT03I	Customer Relationship Management	1	10	-	-	-	C	-	C	
XXBMKT04I	Consumer Behaviour	1	10	-	-	-	C	-	-	
XXBFIN03I	Banking Management	1	10	-	-	C	-	-	-	
XXBFIN04I	Investment & Portfolio Management	1	10	-	-	C	-	-	-	
XXBBIS01I	Fundamentals of Programming	1	10	-	-	-	-	-	C	
	Total Compulsory			60	60	60	60	60	60	
XXBBST13I	Operations Management	2	10	C	C	C	C	C	C	
XXBMKT02I	E-Business	2	20	C	C	C	C	C	C	Equivalent to The Principles of Managing E-Business at LSBU BBS_5_MPB
XXBBST14I	Quantitative Methods	2	10	C	C	C	C	C	C	
XXBHRM03I	Human Resource Management	2	10	C	C	-	-	C	O	
XXBMKT05I	Creative & Media Planning	2	10	-	-	-	C	-	-	
XXBMKT06I	Services Marketing	2	10	O	O	-	O	-	-	
XXBMKT07I	Retail Management	2	10	O	O	-	O	-	O	

XXBHRM04I	Leadership	2	10	O	O	-	-	C	-	
XXBACC04I	Intermediate Accounting	2	20	-	-	C	-	-	-	
XXBBIS02I	Fundamentals of System Analysis & Design	2	10	O	O	-	O	-	C	
	Total Compulsory			50	50	60	50	60	50	
	Total Optional			10	10	-	10	-	10	
	Total Credits			60	60	60	60	60	60	

Year Four: Level 6 (Honours)

Code	Title	Sem	Credit	E&S	IB	FIN & ACC	MKT	HRM	BIS	Remarks
XXBBST15H	Supply Chain Management	1	10	C	C	O	O	-	O	
XXBINB02H	Management of Multinational Companies	1	10	O	C	-	-	C	-	
XXBBST16H	Public Administration	1	10	C	C	-	-	C	-	
XXBBST17H	Advanced Research Methods	1	10	O	O	O	-	O	-	
XXBMKT08H	Brand Management	1	10	-	-	-	C	-	-	
XXBMKT09H	Marketing Research	1	10	-	-	-	C	-	-	
XXBMKT10H	Integrated Marketing Communications	1	10	-	-	-	C	-	-	
XXBMKT11H	Digital Marketing Communications	1	10	O	O	O	C	O	O	
XXBBST18H	Strategic Management	1	10	C	C	O	O	C	O	
XXBHRM05H	Human Resource Information Systems	1	10	-	-	-	-	O	O	
XXBHRM06H	Employee Relations	1	10	O	O	O	O	C	-	
XXBHRM07H	Human Resource Development	1	10	-	-	-	-	C	-	
XXBFIN05H	Advanced Corporate Finance	1	10	-	-	C	-	-	-	
XXBBST19H	Business Modelling & Forecasting	1	10	-	-	C	-	-	-	
XXBFIN06H	International Financial Management	1	10	-	-	O	-	-	-	
XXBACC05H	Auditing 1	1	10	-	-	O	-	-	-	

XXBACC06H	Advanced Financial Accounting	1	10	-	-	O	-	-	-	
XXBACC07H	Cost & Managerial Accounting	1	10	-	-	C	-	-	-	
XXBBIS03H	Database	1	10	O	O	O	O	O	C	
XXBBIS04H	Fundamentals of User Interface and User Experience	1	10	O	O	-	O	-	C	
XXBBIS05H	Data Mining for Business Intelligence	1	10	O	O	O	O	O	C	
XXBBIS06H	Fundamentals of Cybersecurity in Business	1	10	-	-	-	-	-	O	
XXBBIS07H	Special Topics in BIS	1	10	-	-	-	-	-	C	
XXBBIS08H	BIS Graduation Project 1	1	10	-	-	-	-	-	C	
	Total Compulsory			30	40	30	40	50	50	
	Total Optional			30	20	30	20	10	10	
	Total Credits			60	60	60	60	60	60	
XXBENS03H	Sustainable Development	2	10	C	C	O	O	C	-	
XXBMKT12H	Special Topics in Marketing	2	10	-	-	-	C	-	-	
XXBBST20H	Project Management	2	10	C	C	O	O	-	O	
XXBINB03H	Special Topics in International Business	2	10	-	C	-	-	-	-	
XXBENS04H	Special Topics in Entrepreneurship	2	10	C	-	-	-	-	-	
XXBINB04H	Cross Cultural Management	2	10	O	C	-	-	C	-	
XXBMKT13H	International Marketing	2	10	-	C	-	C	-	-	
XXBHRM08H	Special Topics in Human Resources	2	10	-	-	-	-	O	-	
XXBHRM09H	Strategic Human Resources Management	2	10	-	-	-	-	C	-	
XXBHRM10H	Organisational Change & Development	2	10	O	O	-	-	C	-	
XXBHRM11H	Reward & Talent Management	2	10	-	-	-	-	C	-	
XXBBST21H	Dissertation	2	10	O	O	O	O	O	-	

XXBMKT14H	Marketing Analytics	2	10	-	-	-	C	-	O	
XXBMKT15H	Marketing Strategy & Planning	2	10	O	-	-	C	-	-	
XXBACC08H	Auditing 2	2	10	-	-	O	-	-	-	
XXBFIN07H	Behavioural Finance	2	10	-	-	O	-	-	-	
XXBFIN08H	Special Topics in Finance	2	10	-	-	O	-	-	-	
XXBFIN09H	Financial Risk Management	2	10	-	-	O	-	-	-	
XXBACC09H	Tax Accounting	2	10	-	-	O	-	-	-	
XXBFIN10H	Business Valuation	2	10	-	-	C	-	-	-	
XXBACC10H	Accounting Information Systems	2	10	-	-	O	-	-	O	
XXBACC11H	International Accounting	2	10	-	-	O	-	-	-	
XXBACC12H	Special Topics in Accounting	2	10	-	-	O	-	-	-	
XXBFIN11H	Islamic Finance	2	10	-	-	O	-	-	-	
XXBBST22H	General Business Studies (in Arabic)	2	10	O	O	O	O	O	-	
XXBBIS09H	Enterprise Resource Planning (ERP)	2	10	O	O	O	O	O	C	
XXBBIS10H	Artificial Intelligence (AI) for Business	2	10	O	O	O	O	O	C	
XXBBIS11H	Decision Support Systems	2	10	O	O	O	O	O	C	
XXBBIS12H	Advanced Database	2	10	O	O	O	O	O	O	
XXBBIS13H	Data Visualisation & Storytelling	2	10	-	-	-	-	-	C	
XXBBIS14H	BIS Graduation Project 2	2	10	-	-	-	-	-	C	
	Total Compulsory			30	50	10	40	50	50	
	Total Optional			30	10	50	20	10	10	
	Total Credits			60	60	60	60	60	60	