

The Global Freshman Program

Business Stream

Successful completion of the course will earn students a qualification that is equivalent to the first year of an undergraduate degree. Subject to the course outcome and evaluation by Member Universities, this enables Global Freshmen to transfer into the second year of an undergraduate course in Business studies as on-campus students.

The Business stream creates Global Freshmen with a foundation knowledge and understanding of the key business functions and how they interrelate.

Award:

Global Freshman Program

Study Mode:

In-person Cohort Study Model accessing online content 24/7

Entry Level:

General secondary school diploma; IELTS 5.5 or equivalent

Stream:

Business

Duration:

52 weeks full-time; Taught in 5 week blocks

Course Structure:

10 modules in total consisting of:
5 x core modules
5 x discipline specific modules

On completion of the Business Stream, Global Freshmen will:

- Understand the language of business and the contemporary business environment.
- Apply business thinking and economic theories to business practice.
- Interpret people and organisations to influence decision-making.
- Explain key business functions and networks.
- Analyse the various ways in which globalisation affects corporations and impacts marketing.
- Develop quantitative tools for responding to a range of business demands.

Course Outline

Core Modules (5):

English Composition I (3 Credit Points)

This course is designed to build core skills in English Composition and teach students how to apply those skills to become an effective writer. Students will gain proficiency in the usage of basic grammar, punctuation, and mechanics, as well as learn how to construct effective sentences, paragraphs, and essays. Additionally, students will navigate the writing process to develop a variety of different composition types.

Psychology (3 Credit Points)

The Psychology course helps students understand the basic principles of psychology and scientific methods. In this course, students will study a variety of topics, including the brain, learning and memory, personality, social influence, child and lifespan development, and psychopathology. Students will apply these psychology topics to decision-making in everyday situations, practicing the skills of problem solving and self and social awareness.

Introduction to Statistics (3 Credit Points)

Introduction to Statistics is designed to guide students in developing mastery of the basic principles and methods of statistics. Students will learn how to collect, organize, analyze, and interpret data using graphical and numerical techniques. They will also learn how to apply probability concepts, hypothesis testing, and correlation and regression analysis to real-life situations. By the end of this course, students will be able to use statistics to make informed decisions and communicate their findings effectively.

Environmental Science (3 Credit Points)

The Environmental Science course will enable students develop an understanding of the scientific principles and processes that shape our environment, as well as the impact of human activities. Students will apply knowledge of a wide range of environmental issues and policies in context, exploring topics such as natural resources, endangered species, pollution, and climate change.

Introduction to Ethics (3 Credit Points)

The Introduction to Ethics course explores philosophical approaches to understanding morality and evaluating moral actions. In this course, students will learn about a variety of normative ethical theories and apply these theories to real-world ethical issues. With an understanding of the strengths and weaknesses of major approaches to ethics, students will build the critical thinking skills necessary to justify ethical positions.

Business Modules (5):

Introduction to Business (3 Credit Points)

The Introduction to Business course helps students understand the fundamentals of business. In this course, they will examine the environment of business, the art and science of marketing, what successful management of human resources looks like, and the basics of business finance and business investment. Students will also learn how these concepts apply to companies of all sizes whether big, small or even entrepreneurial.

Principles of Management (3 Credit Points)

The Principles of Management course is designed to introduce students to the four functions of management: planning, organizing, leading, and controlling. This course describes the skills and techniques required by a manager to perform these functions. Specifically, students will learn about the stages of decision making, ethical business strategies, goal setting, communication skills, and global awareness.

Introduction to Information Technology (3 Credit Points)

The Introduction to Information Technology course provides students with an overview of information systems including hardware and software components, networking, database management, and issues related to privacy, security, and ethics. Students will learn how computers represent, store, and process information and how businesses and organizations use technology and information systems to make decisions.

Principles of Finance (3 Credit Points)

The Principles of Finance course is designed to introduce students to the fundamental principles of finance. Specifically, students will learn about the operating environment of the firm, financial statements, and financial ratios. You will also learn about the time value of money, the characteristics of market instruments, the process of capital budgeting, and elements of working capital management.

Project Management (3 Credit Points)

The Project Management course takes students through the life cycle of managing a project, from designing the scope to completing the project. Along the way, students will gain applied experience with project planning as well as managing project resources and risks.