

COURSES OFFERED BY PIMBS LTD.

Bachelor of Arts Degree in Management

For a Bachelor of Arts you need to accumulate a total of 120 points. All undergraduate foundation courses are currently rated as 20 points and your degree can be made of any combination of courses. We need to see the details before we can decide the exact credit rating.

At the end of all undergraduate courses and before getting your degree you sit two final examinations, administered by an approved proctor.

Entry requirements:

- Mature candidates with relevant work experience **or**
- 18 years and over with English, Maths and 1 other CXC / GCE or equivalent **or**
- Acceptance based on Availability of a place in your chosen course **or**
- A.B.E. Diploma 2 **or**
- A.B.E. Advanced Diploma.

EXEMPTIONS:

- A.B.E. Diploma 2 gets exempted from 40 credits
- A.B.E. Advanced Diploma gets exempted from 80 credits

The undergraduate foundation courses are:

- Tourism
- Music
- Management
- Marketing
- Strategic Planning
- Human Resource Management
- Information Technology
- Psychology
- Economics
- Sociology
- Mathematics
- Diet and Nutrition

Each of the foundation courses consists of 5 sections as follows:

Music

- Introduction to music
- The European Music Heritage 1
- The European Music Heritage 2
- Music Appreciation
- Tonal Harmony.

Management

- The basis of Global Management
- Planning
- Business Organization
- Human Resource Management
- Control Techniques.

Marketing

- The Marketing Environment
- Target Market
- The Product. - The Price.
- Distribution - Promotion
- Managing a Marketing Program.

Strategic Planning

- Introduction to Strategic Management
- Environmental Analysis, Mission & Objectives
- Strategy Alternatives
- Organization & The Planning System
- Implementation: Evaluation & Control.

Human Resources

- Fundamentals of Organizational Behavior
- Individual Behavior
- Groups Motivation & Reward System
- Leadership & Supervision
- Organizational Behavior in Perspective.

Information Technology

- Introduction Information Technology
- Software: The Intellectual Interface
- Organizing Information
- New life: Communications & Connectivity
- The Road to Success and the Future.

Tourism

- Fundamentals of Tourism
- Marketing of Tourism I

- Marketing of Tourism II
- Tourism Geography
- Tourism Economics.

Psychology

- Introduction to Psychology
- Biological Foundations of Behaviors
- Motivation, Emotion and sexuality
- Developmental Psychology and personality
- Social Psychology.

Economics

- Introduction to Economics
- Microeconomics 1
- Macroeconomics 1
- Microeconomics 2
- Macroeconomics 2.

Sociology

- The Sociological Perspective
- The Individual and Society
- Inequality and Power
- Challenges and Social change.

Mathematics

- Calculus 1
- Algebra 1
- Calculus 2
- Algebra 2
- Calculus 3

Diet & Nutrition

- Utilization of Foods
- The Food Elements
- Nutrition in Health
- Nutrition in Disease
- Role of Nutrition in Modern Life