Faculty of Business Studies

Marketing Track - Accounting Track - Systems Track
Summary of FBS Tracks

### Educational aims and objectives for the 3 tracks.

This program aims to provide students with:

- A Business Studies program of study which specializes in one of the three areas in Business; Marketing, Accounting and Systems Practice.
- An understanding of the structures, cultures and functioning of business organizations and the complex nature of key business functions and processes.

### Typically, holders of the qualification will be able to:

- Apply the methods and techniques that they have learned to review, consolidate, extend and apply their knowledge and understanding, and to initiate and carry out projects.
- Critically evaluate arguments, assumptions, abstract concepts and data (that may be incomplete), to make judgments, and to frame appropriate questions to achieve a solution - or identify a range of solutions - to a problem.
Marketing Track

Knowledge and understanding:

On completion of this degree, students will have knowledge and understanding of:

- Markets and how they function.
- The impact of established marketing techniques and practices on the promotion of social well-being.
- Key ethical issues involved in marketing decision-making.

Cognitive skills:

On completion of the degree, students will be able to:

- Analyze and interpret market information;
- Evaluate marketing theories;
- Integrate diagrammatic and verbal analysis of marketing issues

Practical and professional skills:

On completion of the degree, students will be able to: The ability to perform market research and analysis for marketing purposes.

Some job position after graduated:

- Sales Representative - Marketing Practitioner
- Marketing Assistant - Marketing Consultant
Accounting Track

Knowledge and understanding:

On completion of this degree, students will have knowledge and understanding of:

- Demonstrate knowledge of Generally Accepted Accounting Practices (GAAP).
- Demonstrate ability to analyse business costing systems and processes and identify relevant information used for managerial decision-making.
- Personal and company taxation.

Cognitive skills:

On completion of the degree, students will be able to:

- Analyse and interpret financial information.
- Integrate and evaluate financial information and data from a variety of sources.

Practical and professional skills:

Be able to prepare accounting statements for planning and control.

Some job position after graduated:

- Payroll accountant - general accountant
- Financial analyst- accounting data consultant
Systems Track

Knowledge and understanding:
Completion of this degree, students will have knowledge and understanding of:

- Understand the mission and purpose of the workplace and the environment in which it operates.
- Actions to bring about situation improvement for stakeholders using processes designed with systems concepts, techniques, and methods.
- Core systems concepts (e.g. process, emergence, feedback, dynamism, interconnectedness, dependency, coherence), diagramming and modeling types and protocols.

Cognitive skills:
On completion of the degree, students will be able to:

- Use systems diagramming and/or modelling tools and techniques to engage with messes and perceived complexity for understanding and managing change.
- Appreciate the nature of problems and apply conceptual skills to analyse situations and formulate systems of interest.
- Appreciate the technical, economic, commercial, social, political, ethical and other factors that influence decisions and decision making.

Practical and professional skills:
On completion of the degree, students will be able to:

- Identify and handle the ethical, social and legal issues that may arise during the design and use of information systems

Some job position after graduated:

Management Consultant - administration assistant - Business reporter.