



ATLAS GROUP OF
INSTITUTIONS
UAE . INDIA . UK

REGULAR BACHELOR'S

Overview

This is a three-year stand-alone course with 360 UCAS points with the added benefit that will enable the successful graduate to enrol with level 7 or masters program by means of a suitable career progression. AGI have a direct relationship with millions of lifelong learners and to link education to the way people aspire to live and work every day. We believe that we all need to embrace lifelong learning, continuously acquiring new knowledge and skills to thrive in an ever-changing and increasingly connected world.



36

MONTHS

Atlas Group of Institutions
DXB | SHJ | AJMAN | RAK


www.agiuae.com

UNIT DETAILS

Units	HNC	Credits
1	Business and Business Environment	15
2	Marketing Essentials	15
3	Human Resource Management	15
4	Management and Operations	15
5	Management Accounting	15
6	Managing a Successful Business Project	15
7	Innovation and Commercialization	15
8	Entrepreneurship and Small Business Management	15
TOTAL CREDITS		120 Credits

Units	HND	Credits
1	Research Project	30
2	Organizational Behavior	15
3	Business Strategy	15
4	Business IT Systems	15
5	Consumer Behavior and Insight	15
6	International Marketing	15
7	Brand Management	15
TOTAL CREDITS		120 Credits

Units	Top-Up Bachelor	Credits
1	Work Based Major Project	45
2	Strategic Management	30
3	Reflections on Practice and Career Progression	15
4	Work Based Project Impact and Review	30
TOTAL CREDITS		120 Credits

Eligibility:

Higher Secondary Certificate from any recognized Board (CBSE/NIOS/State Board) or G.C.E. or IGCSE – 'O' Level with 5 subjects & 'A' Level with 3 subjects (ENGLISH compulsory in 'O' level) or BTEC/TQUK Level 3 or IUFP

Notes:

- IELTS with 6.5 bands is mandatory score for progression to higher level.
- The duration of each program is subject to the student's individual performance in completing each level unit assignments on time & university intakes for progression to higher level.