



**AI**  
**INTERNATIONAL COLLEGE**

Empowering today. Enlightening tomorrow  
A DIVISION OF ATLAS GROUP OF INSTITUTIONS

*"An Investment In Knowledge Pays  
The Best Interest"*

– Benjamin Franklin



# BRITISH BACHELORS DEGREE

## ANGLIA RUSKIN UNIVERSITY

### BSc (Hons) in Business Management

A British undergraduate degree offered at AI International College will make you stand out from the crowd. It's a 36-month program delivered adhering to the concept of student-centred learning for attaining academic excellence. It's a fully integrated program wherein students develop the skills and competencies crucial to make a mark at the workplace. It equips graduates with disciplinary knowledge and skills necessary to embark on middle-management positions.

#### WHY BRITISH DEGREE?

- ✓ Increased Access to Job Opportunities
- ✓ Preparation for a Specialized Career
- ✓ Increased Marketability
- ✓ Increased Earning Potential
- ✓ Networking Global Opportunities
- ✓ A Pathway to Advancement
- ✓ Personal Growth & Improved Self-Esteem
- ✓ Positive Return on Investment

#### AI International College

A Division of Atlas Group of Institutions  
Inkel Greens Educity | Melmuri (PO)  
Malappuram | 676519  
Kerala | India



0091 48 3295 777  
0091 8547 295 777  
info@aiic.in  
www.aiic.in



Sl. No.	Higher National Certificate - 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
	<b>Total Credits</b>	<b>120</b>

Sl. No.	Higher National Diploma - 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
	<b>Total Credits</b>	<b>120</b>

Sl. No.	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
	<b>Total Credits</b>	<b>120</b>

#### 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 band score 6.5 or English Proficiency Certificate.
- 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.

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