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# Business Administration



# Conquer the business world

## Management, Entrepreneurship, Marketing

The business world develops rapidly with the aid of game-changing technologies. Aspiring entrepreneurs pitch ingenious ideas and innovative business models, the increasing number of start-ups is driving job growth, while the internet and social media are transforming the sector. If you see yourself working in this exciting environment, then acquiring the ability to make strategic decisions and efficiently address the challenges that come your way is a must.

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### BA in Business Administration

The renewed Business Administration program at Frederick University is a versatile program designed for the next generation of business professionals. The General pathway covers the entire range of operations in a company and prepares you to enter the workforce and find employment in managerial positions in the public sector or companies and organizations of the private sector. Moreover, the program offers three distinctive specializations to choose from to give you a head start in the area that interests you the most. The program is available in both Nicosia and Limassol campuses, but also through distance learning.

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### Accounting specialization

Follow this pathway, if you want to specialize in Accounting, and obtain the professional titles of Chartered or Certified Accountant to take off your career. You will be exempt from the majority of exams by the Association of Chartered and Certified Accountants (ACCA) and the Association of International Accountants (AIA), and you will be eligible for full exemption from the exams for the professional qualification ACCA Foundations in Accountancy (FIA). You will be able to work at accounting and auditing firms, banks, financial advisory and investment firms, and in general in positions in the public or private sector requiring accounting and financial analysis.

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### Entrepreneurial Management Specialization

Through this pathway, you will acquire valuable skills and the knowledge to create and run a new business, whether you dream of starting your own company or joining a franchise network, taking over the family business, or joining a small and promising company. You will learn to evaluate business opportunities, develop business plans, analyze financial and other data, identify and solve operational problems effectively.

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### Digital Marketing Specialization

Choose this pathway, and you will walk away with the Certified Digital Marketing Associate (CDMA) certificate. CDMA is a globally recognized accreditation awarded by the Digital Marketing Institute (DMI), the leading digital marketing professional training and certification body, which has a strategic partnership with Frederick University. As a graduate, you will have what it takes to pursue career opportunities in marketing and digital marketing. You will learn to design and implement marketing and digital marketing strategies, use social media to achieve business goals, apply SEO and e-commerce strategies, analyze data, and use state-of-the-art technologies and digital marketing platforms.

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### Immediate entry into the workforce

The program's specialized courses offer you unique advantages in the labor market. You will have all the necessary knowledge and skills to pursue a career in the public and private sectors, in the field of marketing and digital marketing, in various companies, accounting and auditing firms, banks, financial advisory and investment companies, and even to start your own business.

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### 96% employment rate

- 70% of our graduates work at SMEs (Small and Medium-sized Enterprises).
- 10% hold positions in international companies
- 8% are employed in the public sector
- 8% work in family and franchise businesses



How digital savvy are you? Frederick University has partnered with the Digital Marketing Institute (DMI) and offers the Digital Diagnostic Tool. If you are interested in pursuing a career in digital marketing, this tool will help you measure your digital knowledge and identify your potential weaknesses. Fill out the Digital Diagnostic Tool questionnaire, and you will receive a detailed results report, as well as suggestions on how to develop your skills.



Completing a Business Administration degree equips you with transferable skills, i.e. skills that can be used in any employed role and will allow you to work in different sectors and companies of various sizes. You can enjoy a fulfilling, multidimensional career by using and adapting these skills to almost any job, whether related to business administration or not. Which are these skills? Critical thinking, teamwork, financial data analysis, financial management, management, problem-solving, quick decision-making, to mention a few. These skills are also 'transferable' to your personal life.



Your learning experience during your studies will not be confined to the classroom. You will participate in educational programs, excursions, and workshops by companies and professionals from different industries. You will practice in real-life working conditions through internships. You will give back to society through the program's social initiatives.



“*Frederick University's human-centered approach won me over; it makes it stand out. The professors' knowledge transfer abilities and the fact that I never felt alone are the two most important, beautiful elements that enhanced my experience as a Business Administration student.*”  
**Maria Paschali, graduate**

“*I knew that the Business Administration program, especially as offered by Frederick University, would open many doors once I completed my studies. It's the strong foundation I needed to pursue a professional career.*”  
**Maria Gojkovic, graduate**

“*The teaching staff supported me from day one of my studies. I want to thank Frederick University for being so supportive when it comes to the academic aspect of my studies.*”  
**Vladimiros Tzortzis, graduate**

“*At the university, we had excellent professors, always willing to help and always by our side. I believe that the most important thing when it comes to teaching is simplicity in communication. The more accessible and understandable something is, the easier it is to get the message.*”  
**Andreas Aravis, graduate**

“*During my studies at Frederick University, I had the opportunity to evolve professionally and personally, and, as a result, I came closer to reaching my professional goals.*”  
**Ioanna Raouna, graduate**



**FREDERICK UNIVERSITY**

Nicosia: Tel.: +357 22 394394 | Limassol: Tel.: +357 25 730975 | Athens Office: Tel:+30 210 3311288  
www.frederick.ac.cy / email: info@frederick.ac.cy