BA (Hons) in Business Management & Entrepreneurship

Developing graduates with solid theoretical knowledge, analytical ability, and practical competence.

Career Integrated | **Industry Placement** | **130+ Credits**

WHY STUDY BUSINESS MANAGEMENT & ENTREPRENEURSHIP AT UTE?

The Bachelor of Arts (Honors) in Business Management and Entrepreneurship at UTE provides students with practical, case-based learning supported by modern facilities, experienced faculty, and an innovation-driven environment. Through business projects, research, analytical tools, and entrepreneurship-focused learning, students develop the knowledge and skills needed for corporate careers, start-ups, and family business management.

STUDENTS DEVELOP EXPERTISE IN:

- Industry-Relevant Skills
- Data-Driven Business Analytics: Making Sense of Numbers
- Marketing and Brand Management
- Entrepreneurship & Innovation
- Artificial Intelligence in Business
- Digital Business & E-Commerce
- Fundamental Financial Analytical Skill
- Strategic Communication
- Cross-Cultural Leadership
- Core Consulting & Technical Skills
- Communication & Client Management

The curriculum is designed based on Outcome-Based Education (OBE) principles and is aligned with Level 6 of the Cambodia Qualifications Framework, as well as international standards.

PROGRAM HIGHLIGHTS:

Industry-Focused Curriculum
Learn modern technologies and tools used by today's technology companies.

Work-Intergrated Learning
Live Industry Projects. Short-term, focused projects where students solve a specific company problem, such as creating a marketing campaign.

Internship & Industry Placement
Gain real workplace experience through professional internships and industry collaboration.

CSR-Focused industry
Projects with a Corporate Social Responsibility (CSR) focus allow university students to solve real-world business challenges while contributing to social or environmental sustainability.

Thesis OR Startup
Students may graduate by completing a Research Thesis OR a Digital Startup Business Plan.

Future-Ready Specializations
Choose pathways in Finance & investment,Marketing & Brand management, or Entrepreneurship & Startup Management.

Business Workshop at UTE
The program includes a wide range of business workshops that are specifically designed to bridge the gap between academic learning and industry expectations.

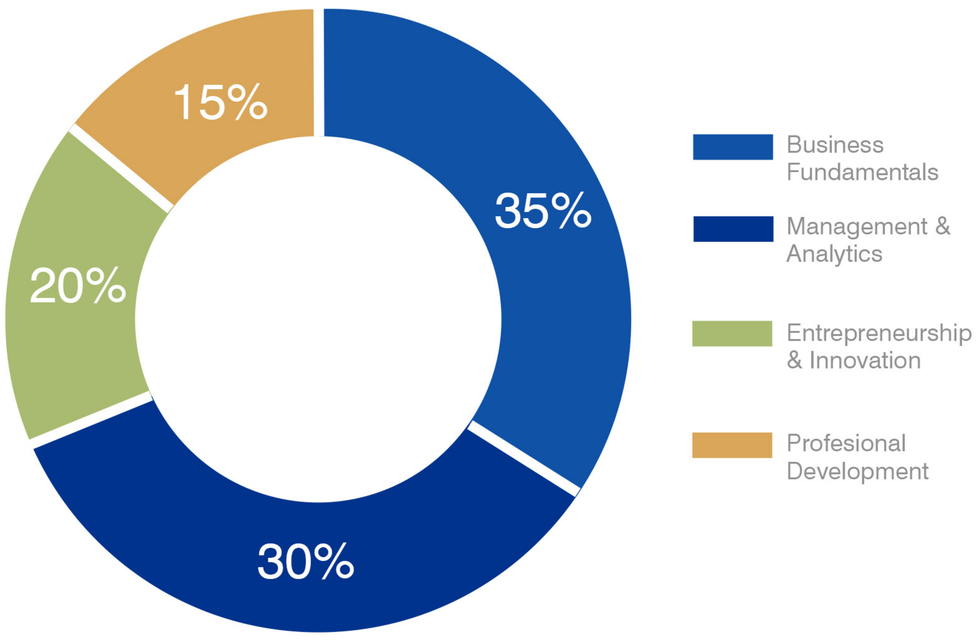
UTE UNIVERSITY of TECHNOLOGY & ENTREPRENEURSHIP
(+855) 17 592 888 / 70 592 888
www.ute.ac
info@ute.ac

BUSINESS MANAGEMENT & ENTREPRENEURSHIP

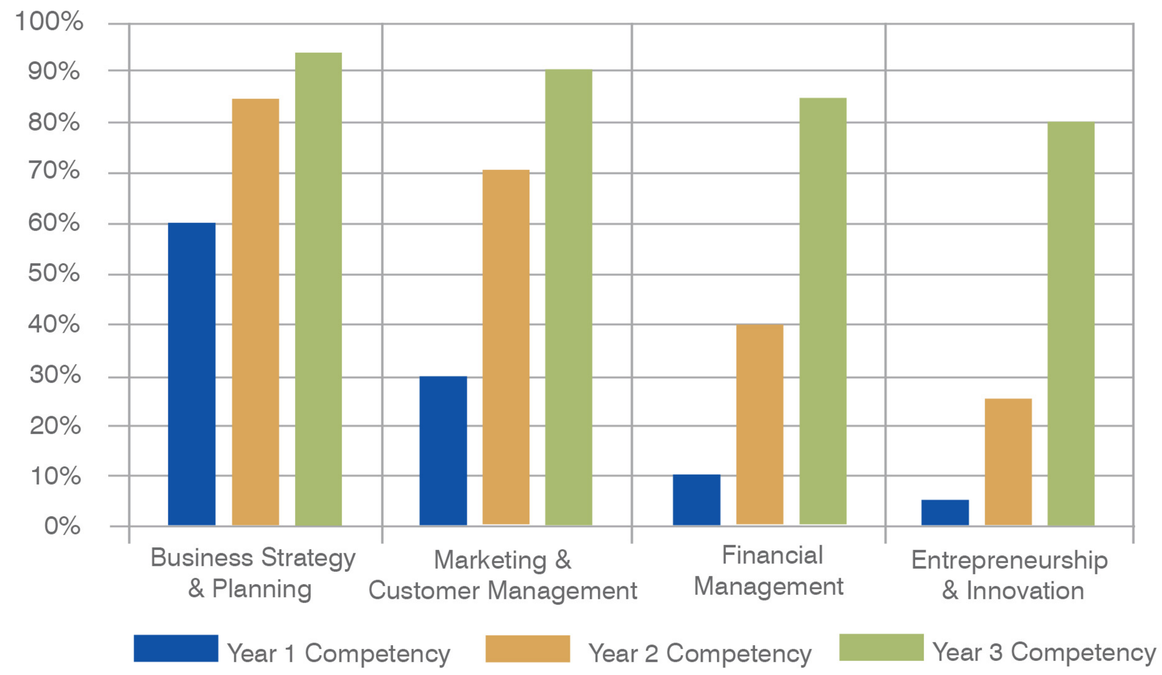
MASTERY PATHWAY

A STRUCTURED, TERM-BY-TERM APPROACH TO MASTER BUSINESS CONCEPTS BEFORE APPLYING THEM TO REAL-WORLD CHALLENGES AND ENTREPRENEURIAL VENTURES.

CURRICULUM COMPOSITION



TECHNICAL SKILL PROGRESSION



THE ACADEMIC ROADMAP

YEAR 1
Building Foundation

Students build a strong foundation in business principle, communication, economics, accounting, and management fundamentals.

48 Credits | Core Course

YEAR 2
Deepening Competencies

Students deepen their knowlege in key business areas such as marketing finance, operations, human resources, and business analytics.

Applied Course | Case Study

YEAR 3
Specialization & Impact

Students apply their knowledge through real projects,entrepreneurial ventures, and industry collaboration.

Specialization | Industry Project

THE FINAL EXIT: PROFESSIONAL PRACTICE & INNOVATION

Upon completion of the core curriculum, students must choose one of two distinct paths to qualify for graduation. Both paths require a formal defense.

ACADEMIC RESEARCH THESIS

Disigned for students interested in research and academic or professional advancement. Contributed new insights to the field of business Management & Entrepreneurship.

REQUIREMENT 8,000-word Thesis & Viva Voce.

OR

STARTUP BUSINESS PLAN

Designed for aspiring entrepreneurs. Students develop a full business plan (MVP) with market validation, financial projections, and growth strategy.

REQUIREMENT Functional MVP & Investor-Ready Pitch Deck.

CAREER OPPORTUNITIES

Graduates may pursue careers as:

- Business Analyst
- Business Development Specialist
- General Business Manager
- Operation Manager
- Entrepreneurs
- Startup Founders
- Innovation Consultants
- Business Intelligence Analyst
- Freelance Business Consultant
- International Trade Specialist
- Import/Export Manager
- Financial Analyst