

AGE CARE MANAGEMENT

Career Opportunities

Graduates can explore opportunities in **elderly-care organisations, retirement residences, assisted-living services, social-care organisations, healthcare-related businesses, NGOs, care-service providers, and age-care startups.**

Possible roles include:

- Age Care Coordinator
- Care Services Coordinator
- Operations Assistant/Coordinator
- Administrative Coordinator
- Business Development Executive
- Community Services Coordinator
- Age-Care Entrepreneurship

KEY SKILLS DEVELOPED

- MANAGEMENT AND LEADERSHIP SKILLS
- COMMUNICATION AND INTERPERSONAL SKILLS
- PROJECT COORDINATION
- BUSINESS PLANNING AND DECISION-MAKING
- SERVICE AND QUALITY MANAGEMENT
- TEAM COORDINATION
- UNDERSTANDING OF THE ELDERLY-CARE ECOSYSTEM
- ENTREPRENEURSHIP AND INNOVATION

Why Age Care Management?

The ageing population is creating new opportunities across the **healthcare, social-care, hospitality, technology, and service industries.** Modern age-care is no longer limited to traditional residential care; it increasingly includes **assisted living, home-care services, wellness, community programmes, digital solutions, senior-friendly products, and specialised support services.**

The BBA in Age Care Management introduces students to this evolving ecosystem and helps them understand how organisations can deliver **efficient, ethical, and people-centred services.** Students develop a business-oriented understanding of the challenges faced by older adults and their families while learning how to coordinate teams, manage resources, improve service quality, and support the development of new age-care initiatives.



WHAT YOU WILL LEARN?



- Principles of Business & Management
- Ageing & Elderly Care Services
- Healthcare & Social Care Management
- Human Resource Management
- Marketing & Communication
- Finance & Budget Management
- Project & Operations Management
- Entrepreneurship & Service Innovation
- Quality Management & Customer Experience
- Digital Transformation in Age Care

UNDERSTANDING THE AGEING ECOSYSTEM

The programme gives students a broader view of the ecosystem surrounding older adults, including families, caregivers, care providers, residential facilities, community organisations, technology providers, insurers, and public-sector stakeholders. This helps students understand how different organisations collaborate to create effective and sustainable services.

INNOVATION & AGE-TECH

Technology is transforming the way ageing populations are supported. Students can explore emerging areas such as digital health platforms, remote monitoring, smart-home solutions, assistive technologies, digital communication, and technology-enabled senior services from a business and management perspective.

**BUSINESS SKILLS.
SOCIAL IMPACT.
A FUTURE-
FOCUSED CAREER**

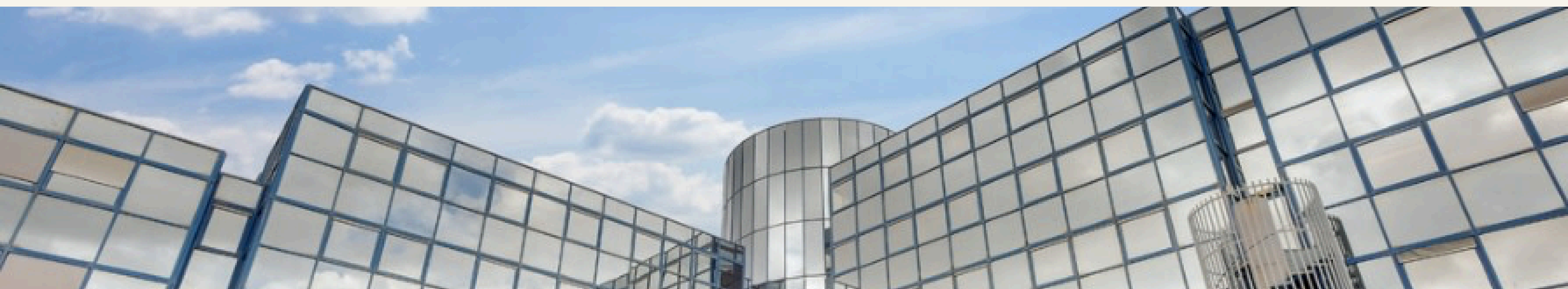
ACADEMIC YEAR 1

BUILDING THE BUSINESS FOUNDATIONS

COURSE	UC	ECTS
LEGAL CULTURE	B11	6
ACCOUNTING	B12	6
MARKETING	B13	6
SALES	B14	6
ORAL & WRITTEN COMMUNICATION	B15	4
TEAM MANAGEMENT	B16	8
FIRST FOREIGN LANGUAGE — ENGLISH	B17	8
SECOND FOREIGN LANGUAGE — FRENCH	B18	2
INTERNSHIP REPORT	B19	10
TOTAL		60

OPTIONAL — THIRD FOREIGN LANGUAGE

THIRD FOREIGN LANGUAGE — LV3	B17-O	0
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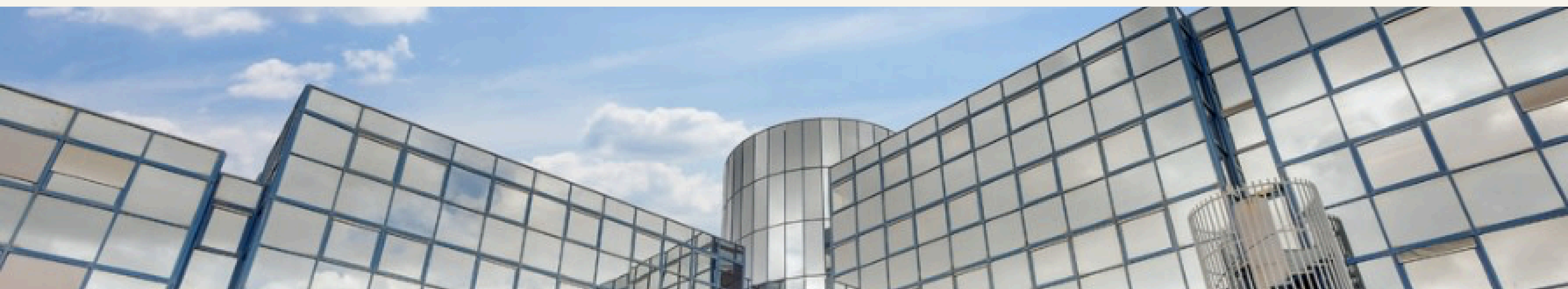
ACADEMIC YEAR 2

DEVELOPING PROFESSIONAL COMPETENCIES

COURSE	UC	ECTS
LEGAL CULTURE	B21	6
ACCOUNTING	B22	6
MARKETING	B23	6
SALES	B24	6
ORAL & WRITTEN COMMUNICATION	B25	4
TEAM MANAGEMENT	B26	8
FIRST FOREIGN LANGUAGE — ENGLISH	B27	8
SECOND FOREIGN LANGUAGE — FRENCH	B28	2
INTERNSHIP REPORT	B29	10
TOTAL		60

OPTIONAL — THIRD FOREIGN LANGUAGE

THIRD FOREIGN LANGUAGE — LV3	B27-O		0
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ACADEMIC YEAR 3

ADVANCING TOWARDS PROFESSIONAL EXPERTISE

COURSE	UC	ECTS
MARKETING & COMMERCIALISATION	B31	8
HUMAN RESOURCES	B32	8
TECHNICAL ASPECTS	B33	8
OPERATIONAL MANAGEMENT	B34	8
SCAN 4D STRATEGY	B35	8
FIRST FOREIGN LANGUAGE — ENGLISH	B36	8
SECOND FOREIGN LANGUAGE — FRENCH	B37	2
INTERNSHIP THESIS DEFENCE LINKED TO SPECIALISATION	B38	10
TOTAL		60

OPTIONAL — THIRD FOREIGN LANGUAGE

THIRD FOREIGN LANGUAGE — LV3	B37-O	0
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