



BACHELOR OF BUSINESS ADMINISTRATION (BBA)



The Bachelor of Business Administration (BBA) prepares students for the challenges of the modern business world and strengthens and develops their broader personal and professional skills. The students will study various course modules in Business and Management to gain breadth and hone their skills and gain a wide array of knowledge and skills. The program is designed to give the students insight into research and produce a quality dissertation/ business project at the end of the program.

The BBA will enable the students to develop their creative and strategic thinking and provide them with the necessary skills to become a contributing member of the challenging business sector. The BBA is offered in the 'General' format where by the students are exposed to various modules of business-related modules. At the end of the program they earn their Bachelor of Business Administration (BBA)



**Credits : 180 ECTS
(Equal to 360 Credits UK)**



**Mode of Study: Online
with Live sessions**



Duration: 4500 hours



MQF /EQF Level 6



**Intakes: September,
February, May of each year**



**Scholarship: Merit & other
Scholarships offered upto 55%**



The BBA is accredited as a Higher Education Course / Program

MODULES

YEAR 1

- ✔ Business Communication Skills
- ✔ Introduction to Business and Management
- ✔ Human Resources Management
- ✔ Business Finance and Accounting
- ✔ Marketing for Managers
- ✔ Business Environment and Economics

YEAR 2

- ✔ Business Analytics & Intelligence
- ✔ Digital Business Strategy
- ✔ Entrepreneurship & Innovation
- ✔ Customer Service Excellence
- ✔ International Business
- ✔ Managing Change

YEAR 3

- ✔ Strategic Management
- ✔ Strategic Marketing
- ✔ International Human Resources (Elective)*
- ✔ Business Law (Elective)*
- ✔ Professional Placement (Elective)*
- ✔ Leadership in Organisations (Elective)*
- ✔ Dissertation

*choose any two electives

