



PROFESSIONAL BACHELOR OF BUSINESS ADMINISTRATION

Our society runs on business and gaining an in-depth business knowledge can help you thrive post-graduation. After achieving a business administration professional degree, you will have a well-rounded understanding of business management, economic concepts, finance and how different industries intersect with one another which will serve you in your personal and professional future.

A business degree doesn't just serve those with the goal of working in business, you will gain knowledge that will allow you to thrive in industries including education, healthcare, music, retail and much more. On this course, you will develop an entrepreneurial spirit, that will help you turn ideas into action and theory into practice.

A BBA is one of the most popular business education degrees that prepares students for managerial positions and improves communication and administration skills which transfer to a range of industries. This course can be a great introduction to the business world and will equip you with critical thinking and strong decision-making skills to get ahead in your career. There is an infinite number of jobs you can progress to with a BBA degree, from business manager, business consultant, marketing or advertising roles, a human resource manager or an entrepreneur.

This comprehensive curriculum will prepare PBBA students for the corporate world and help enhance their confidence to make business decisions themselves.

Program	Bachelor of Business Administration
Duration	2 Academic Years
Credit Hours	84 Credits

Program Syllabus	
Subject	CREDITS
ENGLISH LANGUAGE (101)	3
PRINCIPLES OF MANAGEMENT	3
BUSINESS COMMUNICATION	3
BUSINESS MATHEMATICS AND STATISTICS	3
MICROECONOMICS	3

MACROECONOMICS	3
FINANCIAL ACCOUNTING	3
MANAGERIAL ACCOUNTING	3
ORGANIZATIONAL BEHAVIOR	3
BUSINESS LAW	3
OPERATIONS MANAGEMENT	3

STRATEGIC MANAGEMENT	3
BUSINESS ETHICS	3
HUMAN RESOURCE MANAGEMENT	3
ENGLISH LANGUAGE (102)	3
TRAINING AND DEVELOPMENT	3
PERFORMANCE MANAGEMENT	3

COMPENSATION MANAGEMENT	3
INTERNATIONAL MARKETING	3
INTERNATIONAL TRADE AND FINANCE	3
SMALL BUSINESS MANAGEMENT	3
ENTREPRENEURIAL FINANCE	3

CAPSTONE PROJECT	18
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