



## **BBA – BACHELOR OF BUSINESS ADMINISTRATION**

### • LEARNING COURSES

#### **Year 1**

##### **i. Semester 1 (October~January)**

- 1) Business English
  - 2) Business Environment,
  - 3) Communication English
  - 4) Fundamental Accounting
  - 5) Information Systems
  - 6) Micro Economics
  - 7) Principal Marketing
  - 8) Principal Business Management
  - 9) Project Management
- Company Visits and Seminars
  - Extracurricular Activity – Ski Tour
  - Extracurricular Activity – Swiss Discovery Tour

#### **Year 1**

##### **ii. Semester 2 (February~May)**

- 1) Business English
  - 2) Communication English
  - 3) Commercial Correspondence
  - 4) Managerial Economics
  - 5) Micro Economics,
  - 6) Business Law
  - 7) Managerial Statistics
  - 8) Principles of Finance
  - 9) Communication Skills
- Company Visits And Seminars
  - Asia Field Study Tour, Asian Company Visits (Mandatory)
  - Europe Culture Tour, Luxury Company Visits
  - Extracurricular Activity – Swiss Discovery Tour



## **Year 2**

### **iii. Semester 3 (June~August)**

- 1) Advanced Accounting
  - 2) Company Visits and Seminars
  - 3) Financial Statement Analysis
  - 4) Human Resource Management
  - 5) Money and Banking
  - 6) Strategic Marketing
  - 7) Public Relations
  - 8) Venture Capital and Private Equity
- Company Visits And Seminars
  - Extracurricular Activity – Swiss Discovery Tour

## **Year 2**

### **iv. Semester 4 (October~January)**

- 1) Advertising
  - 2) European Business
  - 3) International Economics
  - 4) Information Systems
  - 5) Principles of Finance
  - 6) Sales & Distribution Management
  - 7) Small Business
- Company Visits And Seminars
  - Extracurricular Activity – Swiss Discovery Tour



### **Year 3**

#### **v. Semester 5 (February~May)**

- 1) Business Negotiation
  - 2) Consumer Behavior
  - 3) Family Business Management
  - 4) International Finance
  - 5) Information Systems
  - 6) Retail Management
  - 7) Strategic Marketing
  - 8) Total Quality Management
- Company Visits And Seminars
  - Extracurricular Activity – Swiss Discovery Tour

### **Year 3**

#### **vi. Semester 6 (June~August)**

- 1) Business In A World Economy
  - 2) Financial Planning And Budgeting
  - 3) New Product Development
  - 4) Logistics And Supply Chain Management
  - 5) Mergers And Acquisitions
  - 6) Strategic Leadership And Innovation
  - 7) Services Marketing
  - 8) Cases In Finance
  - 9) Cases In Marketing
- Company Visits And Seminars
  - Extracurricular Activity – Swiss Discovery Tour
  - Internship Can be replace for semester
  - Thesis