



## **ACADEMIC 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 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 BBA students for the corporate world and help enhance their confidence to make business decisions themselves.



# Cambridge

*Technical College*

<b>Program</b>	<b>Bachelor of Business Administration</b>
<b>Duration</b>	<b>4 Academic Years</b>
<b>Credit Hours</b>	<b>132 Credits</b>

<b>Program Syllabus</b>	
<b>Subject</b>	<b>CREDITS</b>

ENGLISH LANGUAGE (101)	3
PRINCIPLES OF MANAGEMENT	3
FINANCIAL ACCOUNTING	3
MICROECONOMICS	3
BUSINESS MATHEMATICS	3
BUSINESS COMMUNICATION	3
ENGLISH LANGUAGE (102)	3
ORGANIZATIONAL BEHAVIOR	3
BUSINESS STATISTICS	3
MACROECONOMICS	3
MARKETING MANAGEMENT	3
FINANCIAL MANAGEMENT	3

HUMAN RESOURCE MANAGEMENT	3
COST ACCOUNTING	3
OPERATIONS MANAGEMENT	3
BUSINESS LAW	3
MANAGEMENT INFORMATION SYSTEMS	3
CORPORATE FINANCE	3
STRATEGIC PLANNING MANAGEMENT	3
INTERNATIONAL BUSINESS	3
CONSUMER BEHAVIOR	3
ENTREPRENEURSHIP DEVELOPMENT	3
PROJECT MANAGEMENT	3
SUPPLY CHAIN MANAGEMENT	3
BUSINESS ETHICS AND CORPORATE GOVERNANCE	3



# Cambridge

*Technical College*

BUSINESS POLICY AND STRATEGY	3
INTERNSHIP/PROJECT REPORT	3
COMPREHENSIVE VIVA	3
ADVANCED FINANCIAL MANAGEMENT	3
DIGITAL MARKETING	3
INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	3
INTERNATIONAL FINANCE	3
HUMAN RESOURCE DEVELOPMENT	3

SALES AND DISTRIBUTION MANAGEMENT	3
CUSTOMER RELATIONSHIP MANAGEMENT	3
E-COMMERCE	3
MANAGEMENT OF FINANCIAL SERVICES	3
LEADERSHIP	3
GRADUATION PROJECT	18