

BBA INTERNATIONAL BUSINESS

TO PROVIDE STUDENTS WITH A SOLID FOUNDATION IN THE FIELD OF INTERNATIONAL BUSINESS AND PREPARE THEM TO BECOME EFFECTIVE PROFESSIONALS.

This is an English-based program, the theory and practice are to be provided during the class sessions international business environment. Our aim is to cultivate an inquisitive mind and a scientific methodological approach to problem-solving. Students are provided with a detailed understanding of the international business framework within which the firm operates as well as how domestic and international economic, political, legal, technological, and societal factors affect the business decision-making process.

Upon graduation, the student is ready to work in an international environment where globalization is part of life. This includes entry-level positions in the industry and services sectors. Likely areas for employment include:

- Any local organization that engages in exports or overseas investments.
- Any local organization for which the management of its relationships with foreign suppliers or buyers constitute a critical function
- Large, multinational corporations with operations in the countries/regions of interest to the students
- Management consulting organizations
- The private sector, such as Financial Institutions / Banking or Production operations

ACCESS TO FURTHER STUDIES

Graduates with a Bachelor's degree in Business Administration with a major concentration in International Business are ready for entry into graduate programs. Our program provides a solid theoretical foundation for students to succeed in graduate level programs such as an MBA program.



PROGRAM STRUCTURE

YEAR 1



SEMESTER 1

- Introduction to ASEAN Studies
- Principles of Management
- Business Mathematics
- Writing & Presentation Skills
- Introduction to Business



SEMESTER 2

- Entrepreneurship and Innovation
- Public Policy & Legal Environment
- Digital Art and Design
- Business Communication
- Principles of Marketing

YEAR 2



SEMESTER 1

- Public Relations
- Cross Cultural Management
- Business Computer Applications
- Macroeconomics
- Business Statistics



SEMESTER 2

- Organizational Behavior
- Principles of Accounting
- Globalization 4.0
- Microeconomics
- Project Management

YEAR 3



SEMESTER 1

- Digital and Social Media Marketing
- Operations Management
- Managerial Accounting
- Human Resource Management
- Business Law and Ethics



SEMESTER 2

- International Trade
- Financial Management
- Strategic Management
- Design Thinking
- E-Commerce

YEAR 4



SEMESTER 1

- Research Methodology
- Data Analytics for Business
- International Marketing Management
- International Financial Management
- International Business Management



SEMESTER 2

- Research Thesis
- Internship Project
- Business Model Project

BBA GLOBAL ENTREPRENEURSHIP & INNOVATION

About Us

**FOCUS: STARTUPS, CREATIVITY & INNOVATION,
ENTREPRENEURIAL MINDSET, LEADERSHIP, DESIGN THINKING**

The Bachelor's degree (BBA) in Global Entrepreneurship & Innovation is an interdisciplinary program that provides the essential skills for success in any business endeavor, be it a startup, social enterprise, international company, or global organization.

Students will learn leadership skills and how to build effective teams to deliver value to organizations in terms of launching new products and services, improving organizational systems and processes, and developing new innovative business models.

The program will utilize experiential and project-based learning methodologies. Students in the program will develop an entrepreneurial and innovative mindset, which is essential for success in the 21st Century global economy.

ACCESS TO FURTHER STUDIES

Graduates with a Bachelor's degree in Business Administration with a major concentration in Global Entrepreneurship & Innovation are ready for entry into graduate programs. Our program provides a solid theoretical foundation for students to succeed in graduate level programs such as an MBA program.



PROGRAM STRUCTURE

YEAR 1



SEMESTER 1

- Social Entrepreneurship
- Principles of Marketing
- Business Mathematics
- Art History & Design
- Introduction to Business



SEMESTER 2

- Entrepreneurship and Innovation
- Business Law & Ethics
- Macroeconomics
- Creative Writing
- Introduction to ASEAN Studies

YEAR 2



SEMESTER 1

- Entrepreneurial Management
- Business Analytics
- Microeconomics
- Principles of Accounting
- Consumer Behaviour



SEMESTER 2

- Project Management
- Cross Cultural Management
- Managing Technology & Innovation
- Principles of Finance
- Digital Marketing

YEAR 3



SEMESTER 1

- Business Model Innovation
- Operations Management
- Essentials of Management Consulting
- Business Communication
- Talent Management



SEMESTER 2

- Social / Public Sector Innovation
- Founders Course (taught by Startup Founders)
- Venture Finance
- Global Trends for Business & Society
- Leadership & High Performing Teams

YEAR 4



SEMESTER 1

- Research Methodology
- Design for Startups
- Strategic Management
- New Technology Ventures
- Data Analytics



SEMESTER 2

- Entrepreneurship Startup Project
or
- Design Challenge Project (Innovation)
or
- Research Thesis