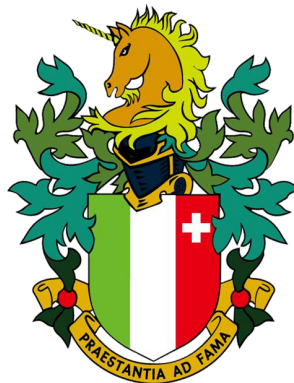


An Accredited European BBA Programme



Bachelor of Business Administration



Victoria University
Switzerland

"One institution, global presence"

THE UNIVERSITY FOR
STRATEGY, LEADERSHIP
& ENTREPRENEURSHIP



The VU Entrepreneurial Bachelor of Business Administration (BBA) programme is a high-standard programme that is relevant & responsive to emerging business trends. It is designed for future managers and business leaders looking to take their career to the next level. The programme will expose the participant to a solid foundation course that includes business fundamentals, tools, and models useful for making decisions.

VICTORIA UNIVERSITY, SWITZERLAND ACCREDITATION AND MEMBERSHIP

- VU is officially registered at Neuchâtel Canton, Switzerland and is entitled to offer programmes leading to a BBA, MBA, EMBA and DBA degree
- VU is certified and accredited by the national accrediting agency EduQua (www.eduqua.ch), supported by the Swiss Confederate Government
- VU is a member of the Association to Advance Collegiate Schools of Business (AACSB)
- VU is a member of the International Assembly for Collegiate Business Education (IACBE)
- VU is a member of the European Council for Business Education (ECBE)

BBA PROGRAMME STRUCTURE

The Entrepreneurial BBA Degree Completion programme (DCP) has 6 modules & one Entrepreneurial Thesis which builds upon an international benchmark where almost all BBA's have three components, namely core modules, specialist modules & an entrepreneurial thesis project.

OTHER BBA SPECIALIST OPTIONS:

- BBA in Accounting
- BBA in Tourism & Hospitality Management

STUDY MODE

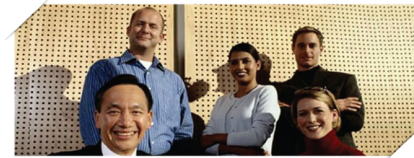
Full / Part Time

DURATION

12 months

ADMISSION REQUIREMENTS

- **Regular Entry**
STPM with 2 principle passes or 2 GCE A-Levels Passes at an appropriate grade to be determined by the senate of VU.
- **Open Entry**
Possess a minimum of Diploma or its equivalent recognised by the Senate of VU.



The Entrepreneurial DCP Modules are as follows:

- | | |
|---|--------------------------------------|
| • Entrepreneurship | • Business Law |
| • Innovation & Creativity | • Corporate Law |
| • Corporate Entrepreneurship & Current Issues | • Managing Small & Medium Enterprise |
| • Entrepreneurial Leadership | • Business Statistics |
| • Entrepreneurial Business Strategy | • International Marketing |
| • E-Business | • Corporate Information Systems |
| • Entrepreneurial Thesis | • Global Economics & Current Issues |

Core Modules

- | | |
|---------------------------------|----------------------------|
| • General Management | • Organisational Behaviour |
| • Principles of Accounting | • Good Governance & Ethics |
| • Managing Human Resources | • Business Communication |
| • Introduction to Marketing | • Economics |
| • Principles of Business | • Quality Management |
| • Financial Resource Management | • Marketing Communication |



Schweizerische Qualitätsagentur für Weiterbildungsinstitutionen
Certified since its quality for the institutions of tertiary education
Certificato sistema di qualità per istituzioni di formazione continua



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