An Accredited European BBA Programme

THE
VICTORIA UNIVERSITY
BBA

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 Confederative 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
- Innovation & Creativity
- Corporate Entrepreneurship & Current Issues
- Entrepreneurial Leadership
- Entrepreneurial Business Strategy
- E-Business
- Entrepreneurial Thesis

**Core Modules**
- General Management
- Principles of Accounting
- Managing Human Resources
- Introduction to Marketing
- Principles of Business
- Financial Resource Management
- Business Law
- Corporate Law
- Managing Small & Medium Enterprise
- Business Statistics
- International Marketing
- Corporate Information Systems
- Global Economics & Current Issues
- Organisational Behaviour
- Good Governance & Ethics
- Business Communication
- Economics
- Quality Management
- Marketing Communication

Contact us for more information:
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