



THE INTERNATIONAL BUSINESS SCHOOL
of
SCANDINAVIA



FRANCHISE CENTER



BACHELOR OF BUSINESS ADMINISTRATION

GENERAL+SPECIALIZED

INTERNATIONAL BUSINESS ACADEMY
OF TURKEY WEBSITE:
<http://ibat-edu.com>

INTERNATIONAL BUSINESS SCHOOL
OF SCANDINAVIA WEBSITE
<http://ibss.edu.eu/>

BACHELOR OF BUSINESS ADMINISTRATION

At IBSS, we are looking for students eager to gain the knowledge and skills needed to start a career in international business. At IBSS we prepare our students for the everchanging international business environment by providing an international and culturally diverse study environment, where innovative, creative and entrepreneurial minds grow. The bachelor program focuses on both the traditional and latest trends in international business to ensure our students gain the relevant knowledge and skills needed to be successful in any organization globally.

The **Bachelor of Business Administration** is a **four-year program**. **During the first three years**, students will study selected courses which will provide the foundation knowledge for their career development needs and requirements.

In year 4 students will be attending tailored specialized courses relevant to their career development needs and requirements

- **Top-up Students:** only required to take all the courses that are requested **for year 4** and for Top-up Fees Students have to pay the top-up program 3000 USD

BBA Program Outline

Program duration/ ECTS	4 years/ 240 ECTS
Language	English
Intakes	Monthly
Method of learning	Online & Blended
Teaching Method	Combinations of online lectures, tutorials, group discussions of issues, case studies and assignments
Module Assessment	Written examination assignment – 2500-3000 words or an online exam
Graduation project	The development of a complete business plan – 12000-15000 words
Program Price	8000 USD (Complete Program) 3000 USD (Only Top-up Students)

The Bachelor of Business Administration (BBA)

Description of the Program	<p>Upon completing the Bachelor of Business Administration– General program students will have gained strong business skills, professional communication skills, managing people skills, strategic skills and personal development skills which will allow them to join the workforce with confidence and excel in their business career.</p> <p>Career opportunities in business administration include a customer relations officer, entrepreneur, marketer, sales, loan officer, commodities trader, bank teller, human resource associate and many more opportunities in the business administration field.</p>			
Program duration/ ECTS	4 years/ 240 ECTS			
Type of Study	Online & Blended			
Intake	Monthly			
Language	English			
Course Delivery	The program can be delivered during the week according to a schedule			
Year/ Courses	Year 1 Core Courses	Year 2 Core Courses	Year 3 Core Courses	Year 4 Specialization Courses
	<ol style="list-style-type: none"> 1. Business Environment 2. Resource Management 3. Communication Skills 4. People in Organizations 5. Administrative Services 6. Personal & Professional Development 7. Internship & Internship Report 	<ol style="list-style-type: none"> 1. Managing Communication 2. Business Organizations in a Global Context 3. People Management 4. Finance for Managers 5. Employability Skills 6. Business Ethics 7. Internship & Internship Report 	<ol style="list-style-type: none"> 1. Planning a New Business Venture 2. Risk Management 3. Customer Relationship Management 4. Leadership & Management 5. Managing Quality and Service Delivery 6. Personal Leadership & Management Development 7. Internship & Internship Report 	<ol style="list-style-type: none"> 1. Marketing Communications 2. Sales 3. Project Management 4. Human Resource Management <p>+4 Specialized Courses <i>Those courses are Chosen and Tailored according to students Career Development needs and Requirements</i></p>

Graduation project	Capstone Project
Entry requirements	<ul style="list-style-type: none"> • A minimum age of 18 at enrolment • High School Diploma (or equivalent) • A good knowledge of the English language
Program Price	8000 USD

Learning Outcomes

- Demonstrate an ability to apply general Management know-how in practical business situations.
- Develop an understanding of business that reflects the moral responsibility of management to all relevant stakeholders and the natural environment.
 - Understand the nature and dynamics of social behavior relating to organizational performance in order to develop strategies to become effective in organizations.
 - Demonstrate knowledge of the strategic and tactical use of the primary decision-making areas of marketing used by organizations.
- Understand the strategic importance of global marketing and be able to develop tactics for an organization's global marketing thrusts.
- Demonstrate the conditions under which the market allocates resources efficiently and under what conditions it fails to produce socially optimal outcomes.
- Demonstrate comprehension of cultural differences in the conduct of business and/or daily life within major global markets.
- Demonstrate global awareness through an understanding of international business concepts and trends and an ability to internationalize domestically developed business methods and practices.

Entry Requirements

- A minimum age of 18 at enrolment
- High School Diploma (or equivalent)
- A knowledge of the English language

Applications documents

- Application form (follow a standard form of IBSS-IBAT)
- 1 scanned copy of your photo (jpeg, color, 150 x 150 pixels)
- Passport copy

DO NOT HESITATE TO CONTACT US FOR FURTHER INFORMATION

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Empowering Business, Inspiring Change!

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