



Ballsbridge University

BBA syllabus

Module 1: International finance

- International trade supply chain
- Export and import
- Balance of payment

Module 2: Strategic marketing

- Strategic planning
- Strategic alternative models
- Competitive intensity
- Strategic marketing formulation

Module 3: Managing information system

- Management of business exercises
- Business operations
- Understanding information system

Module 4: Negotiation skills

- Understanding personal negotiation
- Understanding mediation
- Seek to understand
- Emotion control on business negotiation

Module 5: Cost accounting

- Relevant cost accounting
- National and financial accounts
- Capital budgeting

Module 6: Commerce

- Ecommerce
- Money and goods
- Transaction systems

Module financial planning and budgeting

- Understanding financial planning
- Understanding budget forecasting
- Problems of budget

Module 7: strategic leadership and change

- Understanding strategic leadership
- Understanding change in corporation
- Type of leadership

Module 8: Business in a world economy

- Global economy
- Distribution of global power
- Scarcity and competition
- Future of financial markets

Module 9: Case in marketing

- Swot analysis
- Segmentation
- Product life cycle

Module 9: Case in finance

- Cash flows
- Investment appraisals
- Financial control

Module 9: Communication

- Body language
- Assertive expression
- Active listening
- Understanding anger

Module 10 Thesis project

- Understanding thesis project
- Writing style
- Thesis presentation minimum 10,000 words

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