

Curriculum and Syllabus

BBA — Bachelor of Business Administration

Degree awarded	Bachelor's degree (BBA)
Program length	6-8 semesters
Credits	180 ECTS-equivalent credits
Language	English
Mode of study	Fully online, asynchronous study with scheduled tutorial consultations
Document	Full course-by-course syllabus

WHAT THIS DOCUMENT CONTAINS

- Every semester with its credit load and thematic focus
- Course-by-course syllabus with code, credits and workload hours
- Course summaries and the learning outcomes of each module
- The assessment formula applied to each individual course
- Credit distribution table across the whole degree

A broad undergraduate foundation in management, finance, marketing and law, with an early introduction to the regulated health care sector.

Credit distribution

Semester	Thematic focus	Credits
Semester 1 — Foundations of management	Organisational fundamentals and quantitative literacy	30
Semester 2 — Accounting and finance	The financial language of the enterprise	30
Semester 3 — Markets, operations and people	Running the organisation day to day	30
Semester 4 — Compliance, data and strategy	Governing the regulated enterprise	30
Semesters 5-6 — Specialisation and thesis	Electives in business or medical law, plus the bachelor's thesis	60
Total		180

Semester 1 — Foundations of management

Organisational fundamentals and quantitative literacy · 30 credits

BBA-101 — Principles of Management and Organization

8 credits · 200 hours total workload (48 contact-equivalent)

Classical and contemporary theories of organisation, the functions of management, organisational structures and the behaviour of people inside them.

Course learning outcomes

- Compare functional, divisional and matrix structures and justify a choice for a given firm
- Apply motivation and leadership theory to a documented workplace scenario
- Draft a delegation and accountability map for a small service organisation

Assessment: Written assignment (60%) and final online examination (40%)

BBA-102 — Business Mathematics and Statistics

7 credits · 175 hours total workload

Descriptive statistics, probability, time value of money, index numbers and an introduction to inferential testing using spreadsheet tools.

Course learning outcomes

- Compute and interpret measures of central tendency and dispersion for business data
- Discount and compound cash flows and evaluate simple investment alternatives
- Run and interpret a two-sample test in a spreadsheet environment

Assessment: Three graded problem sets (45%) and final examination (55%)

BBA-103 — Microeconomics for Managers

7 credits · 175 hours total workload

Consumer and producer behaviour, market structures, elasticity, pricing under imperfect competition and the economics of regulated markets.

Course learning outcomes

- Derive and interpret demand elasticity from market data
- Explain price formation under monopoly, oligopoly and administered pricing
- Describe how regulation alters equilibrium outcomes in health care markets

Assessment: Case analysis (50%) and final examination (50%)

BBA-104 — Academic Writing and Research Skills

8 credits · 200 hours total workload

Source evaluation, citation discipline, literature search, structure of academic argument and academic integrity rules of the university.

Course learning outcomes

- Build a referenced literature list using recognised academic databases
- Structure a 3,000-word argumentative paper with a defensible thesis statement
- Apply the university citation standard consistently and avoid plagiarism

Assessment: Portfolio of three writing tasks (100%)

Semester 2 — Accounting and finance

The financial language of the enterprise · 30 credits

BBA-201 — Financial Accounting

8 credits · 200 hours total workload

The accounting cycle, double-entry bookkeeping, recognition and measurement, preparation of the balance sheet, income statement and cash-flow statement.

Course learning outcomes

- Record transactions through a complete accounting cycle
- Prepare a set of annual financial statements from a trial balance
- Explain the difference between accrual and cash accounting and its managerial consequences

Assessment: Practical bookkeeping assignment (40%) and examination (60%)

BBA-202 — Managerial Accounting and Costing

7 credits · 175 hours total workload

Cost behaviour, absorption and variable costing, activity-based costing, budgeting, variance analysis and break-even planning for service providers.

Course learning outcomes

- Build a flexible budget and calculate price and quantity variances
- Allocate overhead using activity-based costing in a clinical setting
- Compute the break-even volume of a fee-for-service line

Assessment: Costing project (55%) and examination (45%)

BBA-203 — Corporate Finance

8 credits · 200 hours total workload

Capital budgeting, cost of capital, capital structure, working-capital management and the valuation of small and medium enterprises.

Course learning outcomes

- Appraise an investment using NPV, IRR and payback and reconcile conflicting signals
- Estimate a weighted average cost of capital for a private company
- Diagnose a liquidity problem from working-capital ratios

Assessment: Valuation assignment (50%) and examination (50%)

BBA-204 — Introduction to Business Law

7 credits · 175 hours total workload

Sources of law, contract formation and breach, agency, business entities, tort liability and an introduction to consumer protection.

Course learning outcomes

- Determine whether a binding contract has been formed on given facts
- Distinguish the liability exposure of the principal business forms
- Identify the remedies available for breach of a commercial contract

Assessment: Two case briefs (50%) and examination (50%)

Semester 3 — Markets, operations and people

Running the organisation day to day · 30 credits

BBA-301 — Marketing and Consumer Behaviour

8 credits · 200 hours total workload

Segmentation, positioning, the service marketing mix, pricing psychology, digital channels and the advertising restrictions that apply to regulated providers.

Course learning outcomes

- Produce a segmentation and positioning statement supported by evidence
- Design a compliant communication plan for a regulated service
- Measure campaign performance with defensible metrics

Assessment: Marketing plan (70%) and reflective commentary (30%)

BBA-302 — Operations and Service Quality Management

7 credits · 175 hours total workload

Process mapping, capacity and queueing, lean methods, quality systems and patient- or client-flow design.

Course learning outcomes

- Map an end-to-end service process and locate its bottleneck
- Apply lean tools to reduce waiting time in a clinical pathway
- Design a quality indicator set with baselines and targets

Assessment: Process improvement report (100%)

BBA-303 — Human Resource Management

7 credits · 175 hours total workload

Workforce planning, recruitment and selection, employment relationships, performance management, remuneration and workplace non-discrimination duties.

Course learning outcomes

- Draft a competency-based job description and selection matrix
- Explain the legal limits on questions and testing during recruitment
- Design a performance review cycle that withstands legal challenge

Assessment: HR casework portfolio (60%) and examination (40%)

BBA-304 — Foundations of the U.S. Health Care System

8 credits · 200 hours total workload

Payers and providers, Medicare and Medicaid, private insurance, reimbursement mechanics, licensure and the principal federal regulators.

Course learning outcomes

- Trace a claim from service delivery through adjudication to payment
- Distinguish the coverage logic of public and private payers
- Identify which regulator governs a given provider activity

Assessment: System analysis paper (60%) and examination (40%)

Semester 4 — Compliance, data and strategy

Governing the regulated enterprise · 30 credits

BBA-401 — Business Ethics and Corporate Responsibility

7 credits · 175 hours total workload

Normative frameworks, conflicts of interest, whistleblowing, anti-corruption rules and responsible conduct in patient-facing organisations.

Course learning outcomes

- Analyse an ethical dilemma using at least two normative frameworks
- Draft a conflict-of-interest disclosure procedure
- Evaluate a corporate responsibility report for substance versus signalling

Assessment: Ethics dossier (100%)

BBA-402 — Data Protection and Information Governance

8 credits · 200 hours total workload

Personal-data concepts, HIPAA and GDPR basics, lawful bases, records retention, breach notification and vendor management.

Course learning outcomes

- Classify data holdings and assign a lawful basis for processing
- Prepare a breach notification timeline for both HIPAA and GDPR
- Review a vendor contract for adequate data-processing terms

Assessment: Compliance audit assignment (100%)

BBA-403 — Introduction to Strategic Management

7 credits · 175 hours total workload

Industry analysis, resource-based view, competitive positioning, growth options and strategy execution through objectives and measures.

Course learning outcomes

- Perform an industry and resource analysis for a chosen organisation
- Formulate a defensible strategic option with resource implications
- Translate strategy into a measurable execution scorecard

Assessment: Strategic analysis report (100%)

BBA-404 — Business Project I

8 credits · 200 hours total workload

A supervised applied project on a real or realistic organisational problem, preparing the methodological ground for the bachelor's thesis.

Course learning outcomes

- Scope a practical problem into a researchable question
- Select and justify a suitable method of enquiry
- Present findings to a non-specialist decision maker

Assessment: Project report (80%) and recorded presentation (20%)

Semesters 5-6 — Specialisation and thesis

Electives in business or medical law, plus the bachelor's thesis · 60 credits

BBA-501 — Elective Track A: Health Care Administration

16 credits · 400 hours total workload

Facility management, revenue-cycle operations, payer contracting, accreditation and quality reporting.

Course learning outcomes

- Model the revenue cycle of an outpatient facility
- Negotiate the commercial terms of a payer contract
- Prepare an accreditation readiness checklist

Assessment: Two applied assignments (100%)

BBA-502 — Elective Track B: Entrepreneurship and Small Business

16 credits · 400 hours total workload

Opportunity assessment, business modelling, financing options, founder agreements and early-stage governance.

Course learning outcomes

- Build a financial model for a start-up service business
- Compare debt, equity and grant financing for a given venture
- Draft the governance skeleton of a founder agreement

Assessment: Venture dossier (100%)

BBA-600 — Bachelor's Thesis

20 credits · 500 hours total workload

An independent 8,000–10,000 word written work on an approved topic within business or medical law, supervised by a member of faculty.

Course learning outcomes

- Conduct a structured literature review on a defined problem
- Apply an appropriate method and report results transparently
- Defend conclusions and acknowledge limitations

Assessment: Thesis (85%) and oral defence (15%)