

Program Handbook

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	Official program handbook

WHAT THIS DOCUMENT CONTAINS

- Full program description, mode of study and admission requirements
- Learning outcomes and graduate profile
- Teaching faculty and student support units
- Tuition, instalment plan and what the fee covers
- Academic calendar, deadlines and integrity rules
- Frequently asked questions with official answers

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

1. Program overview

The Bachelor of Business Administration is the entry-level degree of Middle West University. It builds the analytical, financial and legal literacy that every manager needs, and then applies that literacy to the environment the university specialises in: business organisations operating inside regulated health care markets.

Teaching is delivered entirely online. Each course is released as a structured module containing recorded lectures, annotated slide decks, mandatory and supplementary readings, worked examples and a self-check quiz. Students progress at their own pace within the semester window and meet their tutor in scheduled consultations.

The degree is designed for students who work while studying. There are no compulsory synchronous sessions; all live consultations are recorded and published in the module archive within twenty-four hours.

2. Admission requirements

Completed secondary education

3. Mode of study

Fully online, asynchronous study with scheduled tutorial consultations

4. Who the program is for

- Secondary-school graduates seeking a first degree in business with an international, English-language curriculum
- Administrative staff of clinics, laboratories and insurers who want a formal management qualification
- Entrepreneurs and family-business successors preparing to take over operational responsibility
- Career changers moving into the health care or life-sciences industry from another sector

5. Learning outcomes

On successful completion of the program, graduates are able to:

- Read, interpret and construct the three principal financial statements and derive management decisions from them
- Design and evaluate a marketing plan for a service organisation operating under advertising restrictions
- Identify the sources of business law relevant to a commercial dispute and describe the remedies available
- Explain how the United States health care system is financed, regulated and reimbursed
- Structure and defend an evidence-based written argument to undergraduate academic standards

6. Structure of the degree

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

Total: 180 credits.

7. Tuition and payment

Total tuition: USD 4,999

Total tuition for the complete Bachelor of Business Administration, including all study materials, tutorial consultations, examinations and the thesis defence.

- Deposit on enrolment: USD 999
- Four semester instalments of USD 1,000
- No separate examination, material or graduation fees

Tuition is quoted in United States dollars and is payable to Middle West University LLC. Payment schedules are agreed in writing with the Student Affairs Office before enrolment.

8. Teaching faculty and support

Unit	Role	Field
Faculty of Business	Core teaching unit	Management, accounting, finance, marketing
Faculty of Medical Law	Specialisation unit	Health care regulation, data protection, liability
Academic Skills Unit	Support unit	Academic writing, research methods, thesis supervision

9. Assessment and academic integrity

Written assignments — 40-60%

Case briefs, plans, audits and reports submitted through the study portal.

Online examinations — 30-50%

Proctored, open-book examinations at the end of each course window.

Recorded presentations — 10-20%

Ten-minute recorded defence of an applied deliverable.

Thesis and defence — 20 credits

Independent written work with an oral defence before a two-member panel.

All submitted work passes an automated similarity check. Plagiarism, undisclosed collaboration and the undeclared use of generative tools are academic offences and are handled under the university's academic integrity procedure.

10. Frequently asked questions

Do I need work experience to enrol?

No. Completed secondary education is the entry requirement for the BBA. Work experience is welcome but not required.

Can I study part time?

Yes. The standard plan is six semesters; students who study alongside employment usually complete in seven or eight.

Are there live sessions I must attend?

No session is compulsory. Tutorial consultations are scheduled and recorded, and the recording is published within twenty-four hours.

In what language do I write my thesis?

All teaching, assessment and thesis work is in English.

11. Contact

Student Affairs Office, Middle West University LLC, 2800 E. Enterprise Ave, Ste 333, Appleton, WI 54913, United States of America. Email: info@middlewestuniversity.com. Office hours Monday to Friday, 9:00 AM – 5:00 PM (CST).