

Study Materials and Media Guide

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	Catalogue of study materials

WHAT THIS DOCUMENT CONTAINS

- Reading lists, case packs, datasets, statutes and templates
- Slide dossiers with slide counts, formats and contents
- Video lecture series with duration, lecturer and topic
- Assessment structure and weighting across the program
- Thesis or capstone requirements with the milestone timeline

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

1. Study materials

Material	Type	What it contains
Financial Statement Analysis Workbook	Template	Spreadsheet workbook with linked statements, ratio dashboard and worked solutions for BBA-201 and BBA-203.
Claim Lifecycle Case Pack	Case study	Six anonymised claims followed from encounter to adjudication, with payer correspondence.
Restatement and UCC Extracts	Statute	Curated extracts on contract formation, breach and remedies used in BBA-204.
Outpatient Clinic Operations Dataset	Dataset	Twelve months of anonymised appointment, waiting-time and staffing data for process analysis.
Core Reading List	Reading	Chapter-level reading plan for every course, split into mandatory and supplementary tiers.

All materials are released inside the study portal at the start of the relevant course window and remain available to enrolled students for the duration of the program.

2. Lecture presentations

Presentation	Slides	Format	Contents
The Accounting Cycle, Step by Step	62	Annotated deck with narration notes	Every posting from source document to closing entry, with a fully worked example.
How American Health Care Is Paid For	48	Annotated deck	Payer taxonomy, benefit design and the flow of money between actors.
Contract Formation in Practice	40	Deck with case extracts	Offer, acceptance, consideration and the classic failure points, illustrated by decided cases.
Building a Marketing Plan for a Regulated Service	55	Workshop deck	Template-driven session producing a complete plan by the final slide.

3. Video lecture series

Welcome and How to Study Online at Middle West

22 min · Programme Director

Study portal walkthrough, deadlines, tutorial booking and academic integrity rules.

Reading a Balance Sheet

48 min · Faculty of Business

Line-by-line reading of a real annual report with pauses for guided exercises.

Cost Behaviour and Break-Even

41 min · Faculty of Business

Fixed, variable and step costs in a clinic, ending with a full break-even model.

Introduction to HIPAA for Administrators

37 min · Faculty of Medical Law

Covered entities, protected health information and the minimum necessary standard.

Writing a Thesis Proposal That Gets Approved

33 min · Thesis Coordination

Scoping, research questions, feasibility and the most common rejection reasons.

Lectures are streamed in the study portal with English subtitles and downloadable transcripts. Tutorial consultations are recorded and published within twenty-four hours.

4. Assessment structure

Component	Weight	Description
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.

5. Bachelor's thesis (20 credits)

The thesis is an 8,000–10,000 word independent study. Topics must fall inside the university's specialisations of business or medical law and must be approved by the supervising faculty member before work begins.

Milestone timeline

- Week 1-2: topic proposal and supervisor allocation
- Week 3-5: annotated bibliography and research question sign-off
- Week 6-10: method application and data collection
- Week 11-16: full draft and supervisor feedback round
- Week 17-18: final submission, similarity check and oral defence

6. Tuition reference

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.