

BBA

Bachelor of Business Administration

Global Education for Global Career

PAIU - UAE Campus



**PARIS AMERICAN
INTERNATIONAL
UNIVERSITY**

www.paiu.ae



Course Overview

Programme Title	Bachelor of Business Administration
Course Level	Degree (Under Graduation)
Course Duration	Three Years - Full Time / One Year - Accelerated (RPL)
Medium of Instruction	English
Maximum Credits	148
Mode of Study	Online / On-Campus
Classes Type	Flexible Classes and Weekend Study option
Entry requirement	Pass with minimum 45% in Higher Secondary Education (12th Level)

Course Objective

The programme specifically attempts to

- ✓ Successfully integrate core, cross-functional and inter-disciplinary aspects of management theories, models and frameworks with the real-world practices,
- ✓ Equip students with the required conceptual and interpersonal skills and sense of social purpose for managerial decision-making,
- ✓ Possess excellent communication skills, excel in cross-functional, multi-disciplinary, multi-cultural teams, and have an appreciation for local, domestic and global contexts,
- ✓ Develop leadership capabilities to act as change agents and be a source of motivation in the organizations they work in,
- ✓ Engage in successful career pursuits covering a broad spectrum of areas in corporate, non-profit organizations, public policy, entrepreneurial ventures and engage in life-long learning,
- ✓ Nurture the desire to excel in performance without compromising integrity, honesty and fairness.

To achieve the aforesaid objectives of the programme, the course structure of the programme has been designed to move beyond the conceptual and analytical framework to practical orientation with ethical and behavioural foundations.

Course Outcomes

BBA students will be able to

01

Management knowledge

Apply the knowledge of management theories and practices to solve business problems occurring at Global & National business environment.

02

Problem analysis

Utilize qualitative and quantitative methods to investigate and solve critical business problems.

03

Design/Develop solutions

Identify business opportunities, design and implement innovations as per local, national & global needs.

04

Conduct investigations of complex problems

Research literature; identify and analyze management research problems.

05

Individual and Team Work:

Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

06

Communication

Communicate effectively with various stakeholders.

07

Project management and finance

Demonstrate knowledge and understanding of the management principles and apply these to manage projects in multidisciplinary environments.

08

Life-Long Learning

Recognize the need for, and have ability to engage in independent and life-long learning.



Why Study Online

- ✓ If you are often on-the-go, travel frequently or face constantly changing work commitments you may find the rigors of class work impossible to manage.
- ✓ You can travel freely, relocate or live in remote areas without interrupting your MBA studies.
- ✓ The online learning format suits students' ability to struggle the competing demands of work, family and study. Ultimately, this depends on the type of person you are, your lifestyle and how you prefer to learn.
- ✓ Our online education model provides you with true flexibility in your learning options. Not only is the PAU Online BBA truly portable, it also provides you with greater flexibility than traditional BBA programs

How online Learning works

The PAU Online BBA is conducted exclusively via online lecturing. In conjunction with industry experts and academics, our team of instructors ensures that course contents ensure outstanding learning outcomes.

- ✓ You receive a comprehensive Study Guide for each unit which contains full course work, workplace activities, required reading and references to further resources for each topic.
- ✓ Your assigned Professor is responsible for setting and marking the assignments and exams, providing commentary on the topics throughout the study period and academic guidance for any questions and issues you have during your study

Why Choose Us ?



COST-EFFICIENT SERVICES



FRENCH DEGREE



GUARANTEED PLACEMENTS



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