

Program Design & Curriculum

The Accelerated Online BBA (Bachelor of Business Administration) is a focused distance learning business-degree program that develops a thorough understanding of business in its manifold aspects. Delivered via eLearning it is ideal for candidates with practical experience who do not possess the appropriate academic qualifications, aiming to obtain them by expanding and formalizing knowledge in the various fields of business. The program is strongly oriented towards practical application, rather than theory. It is a combination of academic content adapted for the experienced working professional, coupled with extensive academic and industry related exposure. Graduates of this program may advance into SMC's accredited online MBA program.

The curriculum is a-la-carte. It's portfolio of courses serves as the basis for establishing an individual academic plan, which is aligned with your previous academic credentials and professional experience. You will receive credits in all the fields where you can prove evident formalized knowledge, skill, and competence. In fields with related business experience, you will pursue the final exams only. The remaining courses will be pursued as normal.

curriculum

Fundamentals of Marketing	Financial Management
Presentation & Communication	Sales Mgmt. & Consumer Behaviour
Business Law	Management & Business
Business Cultures & Protocol	Entrepreneurship
Purchasing & Supply Chain Mgmt.	HR Management
Fundamentals of Accounting	Management Information Systems
Business Policy & Strategy	International Business & Trade
Micro- & Macroeconomics	

Admission Criteria

SMC University welcomes qualified applicants with no discrimination towards their gender, age, cultural, ethnic, religious and racial backgrounds. Distance learning candidates are admitted on a continuous basis, admission procedures are free of charge.

Admission at Swiss Management Center sets minimum criteria which have been designed to identify applicants who have sound academic potential and who show creativity, critical thinking, social and moral values, evidence of English language proficiency and strong motivation.

Successful applicants must fulfill the following criteria:

- High school diploma, Higher National Diploma or equivalent
- Min. 2 years of work experience
- Proficiency in English

Tuition Plan

Tuition is calculated for the entire program and includes e-books and all learning materials and exam fees. Courses will be activated after receipt of the tuition. Students are responsible for obtaining additional reading materials (not compulsory). For full payment details please refer to the SMC University website or contact the administration.

Graduation Requirements

The Bachelor Degree is granted following the successful completion of all assigned courses. Students should achieve a minimum overall GPA of 2.

Contact

SMC University

Bahnhofstrasse 20
6300 Zug
Switzerland

Tel.: +41 (0)44 586 56 96
Fax: +41 (0) 41 560 80 57
administration@swissmc.com

www.smcuniversity.com