In Partnership With Diversity Learning Institute-DLI & Twikatane e.V Vermany

Bacheor of Arts in Business Administration BBA

Semester 1:

Module Name	Module Code	Teaching Hours	Credits
Principles of Management	BBA101	45	3
Financial Accounting	BBA102	60	4
Microeconomics	BBA103	45	3
Business Communication	BBA104	30	2
Business Mathematics	BBA105	45	3
Organizational Behavior	BBA106	45	3

Semester 2:

Module Name	Module Code	Teaching Hours	Credits
Marketing Management	BBA201	45	3
Macroeconomics	BBA202	45	3
Business Statistics	BBA203	60	4
Financial Management	BBA204	45	3
Human Resource Management	BBA205	45	3
Business Ethics	BBA206	30	2

Semester 3:

Module Name	Module Code	Teaching Hours	Credits
Operations Management	BBA301	60	4
Business Law	BBA302	45	3
Information Systems	BBA303	45	3
Entrepreneurship	BBA304	45	3
Business Research Methods	BBA305	45	3
Elective 1	BBA306	45	3

Semester 4:

Module Name	Module Code	Teaching Hours	Credits
International Business	BBA401	60	4
Strategic Management	BBA402	45	3
Business Negotiation	BBA403	45	3
Corporate Finance	BBA404	45	3
Supply Chain Management	BBA405	60	4
Elective 2	BBA406	45	3

Semester 5:

Module Name	Module Code	Teaching Hours	Credits
Business Leadership	BBA501	45	3
Project Management	BBA502	60	4
Marketing Strategy	BBA503	45	3
E-Business	BBA504	45	3
Business Analytics	BBA505	45	3
Elective 3	BBA506	45	3

Semester 6:

Module Name	Module Code	Teaching Hours	Credits
Corporate Social Responsibility	BBA601	45	3
Business Simulation	BBA602	60	4
Management Information Systems	BBA603	45	3
Capstone Project	BBA604	90	6
Elective 4	BBA605	45	3
Elective 5	BBA606	45	3

Modules Outline:

Module 1: Principles of Management (BBA101)

1. Introduction to Management
2. Evolution of Management Thought
3. Functions of Management (Planning, Organizing, Leading, Controlling)
4. Managerial Decision Making
5. Organizational Structure and Design
6. Ethical and Social Responsibilities of Management

Module 2: Financial Accounting (BBA102)

1. Introduction to Financial Accounting
2. Accounting Principles and Concepts
3. Recording Transactions
4. Financial Statements: Income Statement, Balance Sheet, Cash Flow Statement
5. Analysis and Interpretation of Financial Statements
6. International Financial Reporting Standards (IFRS)

Module 3: Microeconomics (BBA103)

1. Introduction to Microeconomics
2. Supply and Demand
3. Consumer Behavior
4. Production and Cost
5. Market Structures (Perfect Competition, Monopoly, Oligopoly, Monopolistic Competition)
6. Market Failures and Government Intervention

Module 4: Business Communication (BBA104)

1. Basics of Communication
2. Written Communication (Reports, Emails, Business Letters)
3. Oral Communication (Presentations, Meetings)
4. Non-verbal Communication
5. Communication in a Globalized Business Environment
6. Business Etiquette and Professionalism

Module 5: Business Mathematics (BBA105)

1. Arithmetic and Basic Algebra
2. Financial Mathematics (Interest, Present Value, Future Value)
3. Probability and Statistics
4. Linear Programming
5. Calculus for Business Applications
6. Data Analysis and Interpretation

Module 6: Organizational Behavior (BBA106)

1. Introduction to Organizational Behavior
2. Individual Behavior in Organizations
3. Perception and Personality
4. Motivation and Job Satisfaction
5. Group Dynamics and Teamwork
6. Leadership and Organizational Culture

Special Optional Module: AI in Business Administration

(1) How AI can be applied in this course:

In the "AI in Business Administration" module, students will explore the application of Artificial Intelligence (AI) in various aspects of business management. The module can cover the following areas:

Data Analytics and Predictive Modeling:

- Introduction to data analytics and its role in business decision-making.
- Application of AI algorithms for predictive modeling and forecasting in finance, marketing, and operations.

Machine Learning in Business Operations:

- Understanding how machine learning algorithms can optimize business processes.
- Case studies on using machine learning for supply chain management, inventory optimization, and resource allocation.

Natural Language Processing (NLP) in Communication:

- Exploration of NLP applications in business communication and customer interactions.
- Hands-on exercises on sentiment analysis and chatbot development for enhancing customer service.

AI-driven Marketing Strategies:

- Integration of AI tools in marketing campaigns, customer segmentation, and personalized advertising.
- Analyzing the impact of AI on market research and consumer behavior analysis.

AI and Financial Decision Making:

- Utilizing AI for risk management, fraud detection, and algorithmic trading.
- Examining the ethical implications of using AI in financial decision-making processes.

Business Intelligence and Reporting:

- Implementation of AI-powered business intelligence tools for data visualization and reporting.
- Creating automated dashboards for monitoring key performance indicators (KPIs).

(2) Advantages of applying AI in this course:

Enhanced Decision-Making:

- AI equips future business leaders with tools to make data-driven decisions, improving the overall quality and accuracy of strategic choices.

Efficiency Improvement:

- Automation of routine tasks and processes through AI leads to increased operational efficiency, allowing businesses to focus on more complex and value-added activities.

Competitive Advantage:

- Understanding AI applications provides students with a competitive edge in the job market. Businesses value professionals who can leverage AI for innovation and efficiency.

Improved Customer Experience:

- AI applications in communication and marketing contribute to creating personalized and targeted customer experiences, fostering customer satisfaction and loyalty.

Strategic Innovation:

- Learning how to apply AI in various business functions encourages innovation, enabling businesses to stay at the forefront of technological advancements and industry trends.

Data-Driven Business Culture:

- The module instills a culture of data-driven decision-making, where students learn to leverage AI to extract insights from large datasets, transforming raw data into actionable intelligence.

Ethical Considerations:

- Discussing the ethical implications of AI in business prepares students to navigate the challenges associated with responsible AI implementation, ensuring they contribute positively to society.

By incorporating AI into the Business Administration curriculum, students are equipped with the skills and knowledge needed to navigate the evolving landscape of modern businesses and contribute to their success in the age of digital transformation.