

BUSINESS SCHOOL

AACSB

Business
Education
Alliance

Member

BUSINESS ADMINISTRATION IN INTERNATIONAL BUSINESS

BBA

100% English Track



PRESENTATION

The BBA is an intensive program that teaches the basic concepts of management, business studies and best business practices. The main topics include accounting principles, business economics, business law, financial management, computer fundamentals, and marketing.

The BBA offers an opportunity to develop professional abilities early in one's career. The curriculum is effective at enhancing one's professional and personal abilities in international business through a thorough understanding of crucial business abilities like leadership, communication, critical thinking, and decision-making.

ADMISSION PROCESS

The Bachelor of Business Administration program is accessible to students who have earned a high school degree that is recognized by the Moroccan Ministry of Education, from a state recognized and authorized local or international institution, including public and private entities.

There are two main tests: the first one (A) measures the linguistic proficiency skills and the second (B) identifies the student's capacity to enroll in the selected program:

(A) Evidence of English Proficiency

Applicants require one of the following exams as proof of English proficiency:

UIC's Language Proficiency Test: minimum level of CEFR B2.1 for Speaking, Listening, Reading, and Writing.

TOEFL score of > 60 or higher (TOEFL iBT); all sub-scores must meet a minimum level of 152.

IELTS score of > 5.5 or higher. Speaking and listening: 5.5 or higher, Reading and Writing: 5.0 or higher

(B) Interview

The interview, conducted in English, focuses on interpersonal skills, motivation, fluency of expression and the capacity to meet the academic requirements.

EMPLOYMENT OPPORTUNITIES

Graduates with a business administration degree are prepared to hold entry-level positions in both public and private sectors, and might work as :

- Human Resource Specialist
- Jr. Financial Analyst
- Accountant
- Operations Specialist
- Financial Controller
- Business Developer
- Marketing Coordinator
- Communication Coordinator
- Sales Specialist
- Research and Development Manager
- Administration Specialist
- Information Systems Manager

PROGRAM

Year 1 covers management science fundamentals in an engaging academic environment. You will study core business topics and learn all the key concepts necessary for a career in business.

Year 2 opens the way to a broader understanding of today's business challenges facing small, medium, and large companies. You will learn to formulate, judge, and solve challenging business problems in an interdisciplinary, interactive, and innovative way.

Year 3 strengthens the notions and concepts acquired in the first two years. At this stage, you will have the opportunity to develop professional and business skills through an in-depth study of specific business disciplines, and complete an applied internship, to begin your business career.

SEMESTRE	COURSE TITLE
S1	INTRODUCTION TO LAW BUSINESS ACCOUNTING I BUSINESS ECONOMICS (MICRO) BUSINESS ORGANIZATION & SYSTEM DESCRIPTIVE STATISTICS LANGUAGES & COMMUNICATION: ENGLISH, SPANISH UNIVERSITY STUDY SKILLS METHODOLOGY (MTU)
S2	PRINCIPLES OF MANAGEMENT PRINCIPLES OF MARKETING HUMAN RESOURCE MANAGEMENT & ORGANIZATIONAL BEHAVIOR BUSINESS ACCOUNTING II BUSINESS STATISTICS & APPLIED DECISION MAKING LANGUAGES & COMMUNICATION: ENGLISH, SPANISH DIGITAL CULTURE: IT FUNDAMENTALS
S3	BUSINESS LAW PRINCIPLES OF FINANCE BASICS OF COST ACCOUNTING BUSINESS ECONOMIC (MACRO) LEADERSHIP & ORGANIZATIONAL MANAGEMENT LANGUAGES & COMMUNICATION: ENGLISH, SPANISH CULTURE & ART SKILLS

SEMESTRE	COURSE TITLE
S4	PRODUCTION & OPERATIONS MANAGEMENT INDUSTRIAL RELATIONS AND LABOUR LAWS MANAGEMENT CONTROL SYSTEM MARKET ANALYSIS CONTEMPORARY BUSINESS THINKING LANGUAGES & COMMUNICATION: ENGLISH, SPANISH PERSONNEL DEVELOPMENT
S5	SUPPLY CHAIN & LOGISTICS ENTREPRENEURSHIP DEVELOPMENT, CORPORATE SOCIAL RESPONSIBILITY & SUSTAINABILITY INTERNATIONAL STRATEGIES BUSINESS TAXATION INTEGRATED BUSINESS SIMULATION LANGUAGES & COMMUNICATION: ENGLISH, SPANISH DIGITAL SKILLS II: ADVANCED EXCEL
S6	INTERCULTURAL MANAGEMENT STRATEGIC MARKETING & E COMMERCE PROFESSIONAL PROJECT/INTERNSHIP LANGUAGES & COMMUNICATION: ENGLISH, SPANISH LAW, CIVIC RESPONSIBILITY & CITIZENSHIP



**Université Internationale
de Casablanca**

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