

# Bachelor in Business Administration

YAHOO!  
FINANCE

Forbes

## BBA: FROM EUROPEAN INTERNATIONAL UNIVERSITY PARIS

Innovative Higher Education, Exclusively Made Available for students in Srilanka

The Ceylon Campus Advantage



Bachelor in Business Administration

The Bachelor of Business Administration (B.B.A.) programme will help you to develop 21st-century practical knowledge of the corporate world. This degree enables you to make effective managerial decisions & successfully communicate acquired knowledge in subjects such as business management, information technology, finance & more equipping you with the necessary tools to possibly obtain a position in any industry.

The EUROPEAN INTERNATIONAL UNIVERSITY is ranked #70 WORLD'S BEST BUSINESS SCHOOLS FOR 2021 by CEOWORLD Magazine. EIU-Paris continues to be one of the WORLD'S BEST and MOST AFFORDABLE BUSINESS SCHOOLS of the 21st Century, and beyond

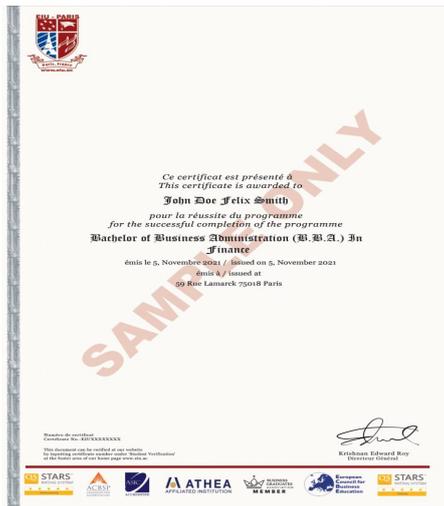
Programme Specialisations:

1. BBA in Finance
2. BBA in International Business Management
3. BBA in Travel and Tourism Management
4. BBA in Hotel & Hospitality Management
5. BBA in Integrated Marketing Communication

Entry Requirements:

- Learners should possess a High School Diploma/Certificate or its equivalent qualification.
- Learners should possess proof of English language proficiency such as IELTS, TOEFL etc. (If previous education is in English medium, then this requirement is automatically met)
- Learners should possess a high level of motivation and self-discipline.
- Learners must possess basic smartphone or computer operating knowledge and skills.
- Mature and high potential candidates without any previous educational qualifications will be considered on a case-by-case basis if they have a professional working experience in the managerial/supervisory roles.

## Sample Certificates:



**Duration:** Upto 3 years. We recommend an average of 10-12 hours study time per week for this programme.

**Degree:** Degrees will be issued electronically on the platform. Hard Copies will be sent to the partner at Ceylon Campus for students to collect.

### Completion Requirements:

100% completion of modules & submission of assignments (24 modules) is required to get certified in BBA from European International University, Paris

Furthermore, on successful completion of each module of the BBA programme, the student will also be awarded an individual course module completion certificate from Pedagogy, which adds to the value further, evidencing your competitive advantage in the job market, locally and internationally.

**Assessment Of Learning:** Personalised exercises, assignments and/or quizzes are utilised throughout the course/programme to measure progress in learning. Such comprehensive assessment procedure is characterised by being diagnostic, formative (intervention-oriented), and summative.

**Learning Support:** Our dedicated academic counsellors are ready to assist you, with any queries you may have or any difficulty you may face while enrolling or studying in our courses. For immediate assistance or inquiry you could contact our academic counsellors at [hello@pedagog.ac](mailto:hello@pedagog.ac)

### Grading Criteria:

EIU-Paris follows European Credit Transfer and Accumulation System (ECTS academic credits scheme). The ECTS credit system makes degree programmes and students performance more transparent and comparable all across European Union countries.

In order to obtain the B.B.A. degree (any specialisation), students need to complete 24 core modules including the Final year Research Project module in his/her chosen specialisation area. Each of the 24 modules carry 7.5 ECTS (7.5\*24 = 180 ECTS).



DESIGNED TO KEEP YOU AHEAD OF COMPETITION



# 1

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## Sign up to Pedagog.ac

Verify your email and sign in

# 2

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## Visit <https://pedagog.ac/ceyloncampus>

Visit the page and search for the specialisation under 'Academics'

# 3

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## Choose your Degree Specialisation & click 'Add to cart' to buy

Students should acknowledge & meet the requirements before applying & purchasing the courses. They will be required to provide proofs as per requirements to confirm eligibility.

# 4

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## Go to your courses

Once you have purchased, you will see the course in your dashboard to start studying

# 5

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## Completion

Once the course is completed at your own pace, the student will receive a certificate from Pedagog & European International University by email.

For hardcopies, students can contact [hello@pedagog.ac](mailto:hello@pedagog.ac) or the Academy Partner