

Executive Bachelor of
Business Administration
and Bachelor of Business
Administration
(EBBA/BBA)

Executive Bachelor of Business Administration & Bachelor of Business Administration (EBBA/BBA)

An overview

The EBU Bachelor of Business Administration and *Executive* Bachelor of business administration degree program provides students who have some working experience with a comprehensive knowledge of business concepts, theories and models. The program focuses on and their application to real world problems with tangible interaction and learning.

Through this approach, students learn to connect business concepts to the larger global society, with preparation for a clear career path within the field of business. They are provided a solid preparation to continue to graduate studies in business administration or related fields. EBU EBBA/BBA degree is a 4-year degree program.



STUDENTS COMPLETING THIS BACHELOR PURSUE CAREERS IN:

- ✓ Consultant
- ✓ Finance Manager
- ✓ Marketing Manager
- ✓ Operations Manager
- ✓ Healthcare Administrator.
- ✓ Information Systems Manager

EBBA in Business Administration Bases of Knowledge

EBU bases of knowledge are intended to enhance student learning in the following areas: communication, ethical reasoning, analytical skills, information technology, global outlook, critical thinking, and understanding of synergy. Upon completion of the EBBA/BBA- Program, graduates will:

- Demonstrate professionalism, self-awareness and leadership
- Understand innovation issues and dilemmas that businesses often face.
- Apply knowledge and skills to solve business problems.
- Understand the concepts and trends of innovation and how IT can improve organizational performance.
- Demonstrate a global perspective and an awareness of how cultural differences impact businesses & possess the skills required to integrate concepts from various disciplines to identify and develop business strategies.
- Possess the skills required to work and lead effectively in a team-based environment.
- Have a thorough understanding and appreciation for the importance of ethical decision-making.

Program Structure* (this is not a curriculum document, consult the course catalogue for curriculum standards)

Year 1	Year 2	Year 3	Year 4
<p><u>Term I/Year 1</u></p> <p>EBBA100 BUSINESS MANAGEMENT, I & II (10 ECTS)</p> <ul style="list-style-type: none"> - Decision Making Tools - Entrepreneurship - Ethics in Business <p>EBBA101 HUMAN RESOURCE MANAGEMENT, I & II (10 ECTS)</p> <ul style="list-style-type: none"> - Recruitment & Selection - Performance and Management - Employee Relations and Labour laws <p><u>Term II/Year 1</u></p> <p>EBBA102 FINANCIAL ACCOUNTING, I & II (10 ECTS)</p> <ul style="list-style-type: none"> - Recording of Financial Transactions - Bookkeeping, T-Accounting and Journal entries - Profits, Cash Flow, Assets and Liabilities <p>EBBA103 BUSINESS ETHICS, I & II (10 ECTS)</p> <ul style="list-style-type: none"> - Business Problems and Issues - Corporate Strategy and Objectives - CSR, CER, and Public stakeholders <p><u>SUMMER Term /Year 1</u></p> <p>EBBA305 THESIS (10 ECTS)</p>	<p><u>Term I/Year 2</u></p> <p>EBBA200 CUSTOMER RELATIONS MANAGEMENT (5 ECTS)</p> <ul style="list-style-type: none"> - IT for Sales force - Customer Acquisition and Management - B2B Relationship Management <p>EBBA201 BUSINESS FINANCE, I & II (10 ECTS)</p> <ul style="list-style-type: none"> - Foundations of Finance - Risk Management - Working Capital <p><u>Term II/Year 2</u></p> <p>EBBA202 MACROECONOMICS, I & II (10 ECTS)</p> <ul style="list-style-type: none"> - Fiscal and Monetary Policy - Unemployment and Inflation <p>EBBA203 THE GLOBAL ECONOMY (5 ECTS)</p> <ul style="list-style-type: none"> - International Trade - Exchange Rates, Interest Rates - Balance of Trade <p><u>SUMMER Term /Year 2</u></p> <p>EBBA305 THESIS (10 ECTS)</p>	<p><u>Term I/Year 3</u></p> <p>EBBA/1C CASES IN GENDER EQUALITY (10 ECTS)</p> <ul style="list-style-type: none"> - Law and governance - Promoting Gender Equality - Gender Mainstreaming <p><u>Term II/Year 3</u></p> <p>EBBA/2C CASES IN FINANCE (10 ECTS)</p> <p>EBBA/3C CASES IN MARKETING (10 ECTS)</p> <p><u>SUMMER Term /Year 3</u></p> <p>EBBA305 THESIS (10 ECTS)</p>	<p><u>Term I/Year 4</u></p> <p>EBBA300 QUANTITATIVE BUSINESS METHODS, I & II (10 ECTS)</p> <ul style="list-style-type: none"> - Methods of Forecasting - Time Series Analysis - Distribution and Analysis of Variance <p>EBBA301 MARKETING MANAGEMENT, I & II (10 ECTS)</p> <ul style="list-style-type: none"> - Forces of Globalisation - Personal Values and Ethics Multiple Stakeholders <p><u>Term II/Year 4</u></p> <p>EBBA302 COMMUNICATION SKILLS, I & II (10 ECTS)</p> <ul style="list-style-type: none"> - Communication Theories - Effective Presentations - Developing Listening Skills <p>EBBA303 PRODUCTION & OPERATIONS MANAGEMENT, I & II (10 ECTS)</p> <ul style="list-style-type: none"> - Forces of Globalisation - Kaizen and Quality Circles - JIT and Lean Manufacturing <p><u>SUMMER TERM/Year 4</u></p> <p>EBBA304 STRATEGIC MANAGEMENT, I & II (10 ECTS)</p> <ul style="list-style-type: none"> - Crafting and Executing Strategy - Corporate Culture and Leadership - Strategies for Competing

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