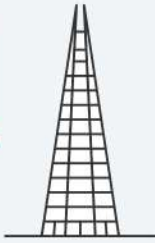


BBA curriculum : four years

1



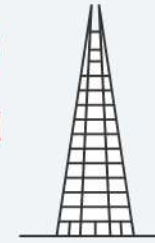
LONDON

YEAR ONE : Semester 1

September–December

- Principles of Management
- Microeconomics
- World Cultures
- Mathematical and Digital Literacy
- Business Communication
- Foundation Skills #1: Personal and Career Foundations

2



LONDON

YEAR TWO : Semester 3

September–December

- Organisational Behaviour
- Statistics
- Supply Chain, Logistics and Operations Management
- Financial Accounting
- Business Disruptive Technology
- Employability & Practitioner Skills. Series #1: Emotional Intelligence

3



LONDON

YEAR THREE : Semester 5

September–December

- Strategic Human Resources Management
- Strategic Cost Accounting
- Storytelling with AI
- Employability & Practitioner Skills Series #3: Communicating Effectively
- Elective #1
- Elective #2

4



LONDON

YEAR FOUR : Semester 7

September–December

- Strategic Management
- AI, Global Trade, and Supply Chain Dynamics
- Professional Readiness Programme #1
- Elective #4

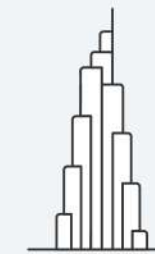


SINGAPORE OR LONDON

YEAR ONE : Semester 2

January–April

- Macroeconomics
- Sustainability and Corporate Social Responsibility
- Fundamentals of Marketing
- Introduction to Quantitative Methods in Business
- Regional Immersion Project #1
- Foundation Skills #2: Ethics and Moral Reasoning

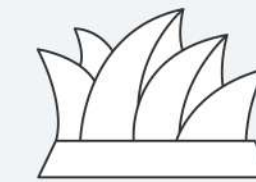


DUBAI OR LONDON

YEAR TWO : Semester 4

January–April

- Corporate Finance
- Decision Science and Analytics
- Research Methodology
- Data Science for Business
- Regional Immersion Project #2
- Employability & Practitioner Skills. Series #2: Leadership, Teamwork, Global Dexterity.

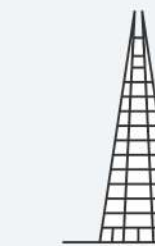


SYDNEY OR LONDON

YEAR THREE : Semester 6

January–April

- Business Law
- Decision Making
- Advanced Quantitative Methods and Modelling
- Project Management
- Employability & Practitioner Skills Series #4: Innovation, Creativity and Agility
- Elective #3



LONDON

YEAR FOUR : Semester 8

January–April

- Action Learning Project or Entrepreneurship Project
- Professional Readiness Programme #2
- Elective #5
- Elective #6

OPTIONAL INTERNSHIP: SINGAPORE OR LONDON

OPTIONAL INTERNSHIP: DUBAI OR LONDON

OPTIONAL INTERNSHIP: SYDNEY OR LONDON

Specialisation Electives

As you progress, you choose electives aligned to your interests and specialisation, allowing you to tailor your degree while maintaining a strong business foundation. The electives and specialisations are offered subject to minimum student numbers.

Finance:	Semester	Marketing:	Semester	Entrepreneurship:	Semester	Business Economics:	Semester	Business Analytics & AI*:	Semester
Financial Statement Analysis	5	Digital Marketing	5	Introduction to Entrepreneurship	5	Behavioural Economics for Business Decisions	5	AI and Business Models	5
Emerging Trends in Financial Markets	5	Sales & Customer Experience Management	5	Design Thinking & Innovation	5	Markets, Firms & Competition	5	Dark Side of AI	5
International Finance	6	Marketing Analytics	6	Entrepreneurial Finance and Fund Raising	6	Economic History & Long-Run Business Development	6	Vibe Coding & Creative AI	6
Investment, Trading & Portfolio Management	7	Branding and Communications	7	Growing Global	7	Econometrics & Casual Analysis for Business & Policy	7	Applied Machine Learning & Intelligent Decision-Making	7
Financial Risk Modelling	8	Marketing Strategy	8	Deal Structuring	8	Business Strategy, Policy & Economic Forecasting	8	Data Science & Storytelling with Analytics	8
Mergers & Acquisitions in the Age of AI	8	Retail Management	8	Social Entrepreneurship	8	AI, Automation & Labour Economics	8	Designing AI for Human Wellbeing	8